65

PRINTERS'

INK

A JOURNAL FOR ADVERTISERS.
185 Madison Avenue, New York City

Vol. CXIII, No. 1 New York, October 7, 1920

10c A COPY



More Than Two Million Cards A Day!

On a recent visit to one of the Library Bureau factories we asked for the latest figures on the production of cards.

Following is the answer:—"We are now making more than 2,225,000 cards a day."

These figures are particularly gratifying to our clients because they represent an increase of nearly 100 per cent. in less than two years.

An unusual type of service, supported by the right kind of advertising, is responsible for the leadership of Library Bureau—not only in the manufacture of cards, but in all that concerns filing.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

FORTIFYING THE FUTURE WITH ADVERTISING

Federal Clients are now fortifying for prosperity in 1921 and thereafter. In nearly every instance their advertising appropriations show considerable increase over the 1920 investment. In no case has the budget been decreased.

Federal Clientele comprises some of the largest, wisest and most successful advertisers in the country.

They are ever building for the future.

There is an invaluable lesson in this for the business that rests on the shifting sands of "discount" and "deal" rather than on the solid foundation of public good-will created by *right* advertising.

> "Put It Up to Men Who Know Your Market"



Creators of

FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-Ninth Street

New York

PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. I rinters Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Extered as second-dass matter June 29, 1893, at the postofice at New York, N. Y. under the Act of March 3, 1879.

Vol. CXIII .

NEW YORK, OCTOBER 7, 1920

No 1

Hiring the Salesman Who Makes Good

Methods That Have Proved Successful

By Ray Giles

HENRY FORD figured that the cost of breaking in a new man in his plant averaged \$70. That estimate was made over three years ago. What labor migration, unrest and the Utopiaseeking spirit have since done to increase that cost may be im-

agined.

When the manufacturer begins to reckon up the cost of breaking in new salesmen, he finds that it is probably higher than that of any other class of employees. Suppose the new salesman is given just two months to make good. Suppose his daily expenses average only \$8. Fifty working days times \$8 equals \$400. And at that the \$400 may be the smallest single cost involved in the experiment. Our hero who is being tried out may do those things which he should not have done and leave undone those things he should have done to the extent of ruining thousands of dollars' worth of good will in his territory—this big buyer ruffled, that one neglected, another one overloaded, another one—truly, the risks and ex-pense of hiring salesmen deserve more attention than it has been given. Here are some experiences of men who have worked on the problem. These are put down, however, with the realization that there is no other aspect of sales management which permits of fewer hard and fast

An investment security house, "This, howe

in reviewing its efforts to hire good salesmen, was dissatisfied with the high percentage of those who had failed to make good. This house secured its men almost entirely through "Help Wanted" advertisements. Someone asked the man responsible for employment if he habitually read "Situation Wanted" advertisements in his field. He replied that he did not. For a while the experiment was made of interviewing, as far as possible, every salesman who thus indicated his desire to make a new connection.

Reporting a year afterward, the employment manager stated that the sales force was of distinctly better type and there had been fewer additions to the force who had failed to make good.

"While we will not give up advertising our wants," he stated, "we have found that those salesmen who advertise for positions are, generally speaking, of much higher grade than those who answer 'Help Wanted' advertise-

ments.

"There seem to be several good reasons for this. Obviously answers to 'Help Wanted' advertisements always include a good proportion of green men eager to break into the game. Obviously also, many good men hesitate to answer such advertisements—particularly one with a blind signature—for fear their desire to change will leak back to their present employers. 435295

"This, however, seems to be the on page 102 205694

3

chief reason in favor of the salesman who advertises for a new connection. Unless he has something worth while to advertise, he will hesitate before spending his money in that way. He has got to make his advertisement pull, and when he starts to write it he realizes that this will not happen unless he can point to actual accomplishment in previous connec-

"Further, the man who advertises is throwing aside any desire to get into a place through pull or personal connections. He is convinced that he can sell himself to strangers as well as those who may be prejudiced in his favor, and that is a good sign. Also, he already has a job—another good sign. Further, he is usually planning ahead, setting himself a goal, and advertises because he feels that the time has come for him to take the next We are using both advertising methods now to get men. But it has been an eye-opener to awake to the value of answering advertisements as well as inserting them.

Some sales managers are strong for the method of getting successful salesmen through the recommendations of men already on the force-this on the belief that birds of a feather flock together. After several years' experience in trying out that method, one manager of a force of several hundred salesmen reports very little success. The plan is theoretically sound, but the salesman is unconsciously apt to be enthusi-astic over his recommendations simply on the score of friendship. When the friend fails to make good and is let out, there have been hard feelings all around.

A better method seems that of writing or calling on jobbers or distributors, asking them the names of those men who stand out among the salesmen who call

on them.

One house has built up a remarkable sales force through recruiting men from behind the retailers' counters. The salesmen are encouraged to report the

names of retail clerks who seem to be promising additions to the manufacturer's sales force. is done in an entirely natural way. Every salesman who has his eye on retail salesmen occasionally runs across those who voluntarily show enthusiasm over the merchandise they are selling. When the manufacturer's salesman finds such a clerk who expresses particular enthusiasm in the goods of the manufacturer he spends a little extra time with him in conversation.

If the retail man shows intelligent interest in the possibilities of growth, he is encouraged to write to the manufacturer for a posi-tion. The manufacturer's salesman, meanwhile, covers his recommendation in a separate report.

In many lines the salesman with a background of actual retail experience has a surprising advantage over the dyed-in-the-wool, old-guard manufacturer's salesman. His grasp of the customers' problems is genuine. He is able more readily to put himself in the customer's place, and to anticipate and meet lame excuses for not buying.

Does it pay to hire men from competitors?

Frequently, yes, but considerable care should be exercised.

BELIEF IN MERCHANDISE THE THING THAT COUNTS

"We have never," said one executive, "been successful in going directly after salesmen employed by competitive houses, but we have had great success with men from competitive houses come to us. Men taken away from competitors sometimes cast an eye backward at the old connection, but men who volunteer generally do so because they believe that we really produce better merchandise than their former employers. Unless they convincingly show such a belief we do not want them.'

An automobile accessories manufacturer, marketing a highly competitive product, was some time the only one in his line who did extensive national adverOur San Francisco Office

To no other agency do we yield the palm in our Coast organization. We went there to give service and our business growth has testified to the quality of that service. From Seattle to San Diego, we know the country and the varying conditions of selling merchandise. Coast-made commodities or products of Eastern manufacture—the San Francisco force knows how to advertise them.

Men long experienced in advertising and merchandising, serve our local clients and guide our Eastern offices in their activities in the Coast territory. An art organization that has no equal west of Chicago gives exceptional service in furnishing illustrative treatment.

Established eight years ago and grown to an organization of 55 people, we would feel inadequate indeed, from a service and organization standpoint, without our San Francisco office, which now occupies commodious quarters in the McCann Building.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.



THE H.K. MCCANN COMPANY

Advertising . 61 Broadway New York

tising. Frequently he has applications from salesmen with competitive houses who want to come with him largely because they are convinced that his advertising makes the connection more desirable. Since the manufacturer wants salesmen who will talk the advertising as well as the goods, he has found that such applicants are the most desirable that can come to him.

At the tender age of twenty I was given a desk in a New York State territory. I was the young-est salesman ever employed by that company—and, as I learned later, an experiment. Those about me averaged fifteen years older than myself. Later on they decided to try out some more young-sters. Somehow the applicants did not at first get by. One day the Eastern manager asked me to take a fellow youth out to lunch

and to a matinee.

"I have decided," he said, "that these younger chaps are half scared of the house and the older, men they meet here, and thus do not give us a true impression of their possibilities. I think you will get a better line on this fellow because you are his age." Thereafter I had the pleasure of voting on the younger men, and now and then one would get by.

The point involved is this:
Cub salesmen may be free from salesman's fright in calling on the trade, but they experience almost unmanageable trembles in the presence of a successful sales manager for a big manufacturer. If the sales manager has not highly developed the art of putting these cubs at their ease, he may let slip through his fingers a great deal of good material. In such cases I can heartily recommend my old boss's plan.

The problem of recruiting for a sales force which fluctuates in size, due to marked selling seasons, presents a serious employment problem to many companies. There are probably quite a number of firms who must have a large sales force during part of the year, but who cannot maintain this maximum force at all times. This usually presents a

troublesome situation even in the case of a fairly low-grade man.

It is hard to hire any kind of a salesman for a limited period unless you can promise him an opportunity of work some place else at the end of that time. "In my own experience," says the assistant sales manager for a grocery jobber, "I was once confronted with this particular problem. I had to hire each January about forty auxiliary salesmen. The nature of the work was such that only about five of these men had any opportunity of being retained beyond the first of the following October.

"It was hard to get worth-while men at all until it was learned that there were other nearby firms who would be willing to take these men on after their preliminary experience. For example, one big neighbor used a large number of salesmen, and arrangements were made with their sales manager to give an opportunity to all men we were forced to lay off. He employed a number of these. The same arrangement was made with several other firms.

"We also found that several of the soap companies used crews to their greatest extent when we used them to the least extent. In several instances we were able to tide the time of a good man over twelve months. We would use him from January to October, and the soap company would use him during the balance of the year."

IS "BAITING" FAIR?

The chief problem facing the sales manager for an instalment book house was that of securing men who—well, who would make successful book salesmen. How could he know if applicants had sufficient tenacity?

Finally he evolved an extensive questionnaire. In it he covered to the minutest detail the men's life, adventures and hopes. The questionnaire covered several pages. Did the sales manager care a rap about all these details? No indeed! But before the applicant was ushered into his presence

A Market of Stability

Half the population of the country live in small towns and agricultural districts. Their wealth and their wants are least affected by business fluctuations. A demand built up in this market will have year after year stability and the minimum of danger from competition.

Two-thirds of the million paid-inadvance subscribers to

NEEDLECRAFT MAGAZINE

live in towns of 5000 and under, and they are the most cultured and prosperous home purchasing agents in the rural communities.

Most of our large space users, national advertisers of repute, have recently increased their appropriations with us—presumably in appreciation of these facts.

"One Woman Tells Another"



Member A. B. C

he had to fill out a questionnaire. Very often he would look it over and quit then and there, with some reference to a "nut sales manager" or some unguarded statement to the effect that he guessed he didn't want to work for a man who was a walking

can opener.

It was different, however, with the truly tenacious ones. Hadn't they come there to get something? They didn't propose to let a questionnaire stand in the way, even if it might take them half an hour to fill out. And so the mere filling-in of the questionnaire was good evidence to the employer that the applicant would hold on when he went out from door to door

"Even where I feel absolutely convinced at the first interview, says another employer, "I always ask the applicant to return a second and sometimes a third time. It is the best way I know of securing men who are genuinely

anxious to come with us.

The president of one company is his own sales manager. Marketing his product calls for social graces on the part of the salesman. The final test for the applicant is an invitation out to lunch. At these luncheons the president is apt to become somewhat ab-stracted. The salesman is put to it to shine. Incidentally this employer feels that he can gauge a man's culture better at a meal than anywhere else.

"One man recently passed every test," he confided to a friend, "until he began to cut his meat with the Australian crawl stroke. Then I knew that it would be unsafe to send him out among the class of

people we sell to.'

Some years ago an applicant, presenting himself at the offices of one of the big Chicago packers, attracted considerable attention by his awkwardness and lack of personal beauty. He was hired. In adding him to the pay roll the founder of the business remarked. "That fellow is so ugly that he will have to hustle to make a showing." This verdict was later abundantly justified.

The veteran sales manager knows that argument is just about the worst possible way in which to make sales. Yet I know of only one sales manager who reckons definitely with this factor in hiring men. At some point in the interview he is apt to try to argue with the applicant. The applicant thus reveals both his ability and his diplomacy by the way in which he replies.

WHAT HAS HE DONE SINCE THE ARMISTICE?

In building up its sales force at the present time, one firm is laying much stress on the activities of the applicant since the armi-It is giving preference to men who have worked for houses where an actual selling problem has existed. It is chary of men who may have grown soft through mere order-taking in a sellers' market.

This employer also uses a carefully worked out questionnaire form. After calling for name, address and age, it asks:

Lived in what towns and how

lona?

"It is surprising how often we formerly overlooked all factors in placing the salesmen in the proper territory," he explains. "Employers almost invariably ask a man what territory he has covered, yet frequently they do not find out the cities where he may have lived as a boy, or while doing other kinds of work. This information has also proved useful later on in making transfers of men from one territory to another.'

Married? How long?

"We prefer not to send newlyweds into territories which require extended trips. They are too apt to get homesick, slight their daily reports in order to get a long letter home every night, and sometimes they rush the territory in order to make the earliest possible return home.'

How many dependent on you for support? What relationship? "That's a good guide to the

solidity of a man.

Education-public, school-high (Continued on page 173)

So many advertisers have suggested that the flat rate of the Standard Union is too low for Brooklyn that we have consented to raise it from 15 cents to 20 cents to everyone. There is also a real reason.

Should Competitive Products Be Featured in the Same Advertisement?

Tendency Is to Mention All Forms in Which Product Comes in Each Piece of Copy

MITCHELL-FAUST ADVERTISING Co. CHICAGO, ILL.

Editor of PRINTERS' INK:

Editor of PRINTERS' INE:

Will you be kind enough to give us a list of articles, or references to articles, or arterences to articles, which tell of the experiences of various manufacturers in advertising two or more products, each of a different general nature, but designed to accomplish the same end.

For instance, we know that Bauer & Black, of Chicago, advertise both Blue Jay Corn Plasters and Blue Jay Liquid Corn Remover in the same advertisement. This leaves it up to the purchaser as to which he prefers.

The same holds true with regard to Postum and Instant Postum. What we are particularly interested in knowing is whether it is the general practice or not to advertise such similar products in the same advertisement, or whether it is better to advertise each one individually so as not to confuse the reader. We have a probem like this at the present time and are anxious to get full information.

S. G. Swanners. formation.

S. G. SWANBERG.

ONE of the best articles that PRINTERS' INK has ever had on the subject was in the issue of April 15, 1920. It told how the Cleveland Metal Products Company is featuring competing lines in the same advertisements. This concern manufactures Aladdin Cooking Utensils. In the general line there are both aluminum goods and enameled steel goods, which are essentially competitive. It would have been comparatively easy, and in some respects more advisable, for the company to conduct separate campaigns in be-half of each kind of ware, but instead it saw fit to exploit the competitors in the same copy. The economy and simplicity of a single campaign were the points that decided in its favor.

Where a manufacturer makes two products that are used for the same or similar purpose, and where they are both distributed by the same class of retailer, the tendency is to advertise them

jointly. The reason for this is that people are coming more and more to expect a complete service from any firm that they patronize. The reasons that prompt a concern to bring out supplementary or additional products are the same reasons that should prompt it to present the complete service to the public in its

advertising.

Take shaving soap as an example. This product now comes in various forms, usually the various forms being manufactured by the same manufacturer. It is hard for the advertiser to know which kind any particular man will prefer. It is therefore necessary for the manufacturer to advertise that he manufactures and distributes a complete lather service. In other words, the prospect is told that he can get his shaving soap in the shape of stick, cream, liquid or powder, just as he pre-fers. If the advertiser mentioned only one form of his product in his advertisement a great many people reading it, who prefer the other form, would come to the conclusion that this particular advertiser does not make the other

We therefore find such concerns as the J. B. Williams Company, while featuring one form of the product, usually mention, somewhere in the advertisement, that the soap may be obtained in the other desired ways. The advertiser must look at this matter much as would the retailer. Supposing a retailer handled only a shaving cream. If a man wanted the soap in some other form the retailer would have to refer him to another store. In this event you may be sure-that his customer would think that the retailer was giving a limited service. It is the same with the manufacturer.

DES MOINES

Government Circulation Statements

The Register and Tribune

(Morning and Evening)

Double the circulation of any other Iowa week-day newspaper.

-	,		4	-	• 1	-															
6	months Sept.	30	ad:	i	ag				9												Net Paid Average
	192	0.					0														.109,523
	191	9.																			.104,858
	191	8.					0	0							۰						.118,180
	191	7.												9				٠			. 92,760
	191	6.						0	9	9											. 80,413
	191	5.									٠										. 70,256
	191	4.																			. 64,994
																					51.964

Des Moines Sunday Register

Double the circulation of any other Iowa Sunday newspaper.

6	months ending Sept. 30:														Net Paid Average
	1920														82,046
	1919			0			0	0							71,240
	1918														68,861
	1917										٠				63,921
	1916														61,564
	1915														51,376
	1914													٠	45,471
	1913														

8 pages of Gravure is a feature of The Sunday Register

THE REGISTER and TRIBUNE CO.

DES MOINES, IOWA

GARDNER COWLES, HARRY T. WATTS,
Publisher REPRESENTATIVES:

New York:
I. A. KLEIN,
Metropolitan Tower

Chicago: JOHN GLASS Peoples Gas Bldg. San Francisco: W. R. BARANGER CO., Los Angeles & Seattle Of course there are many ways of presenting this idea of a complete service in the same advertisement. As a rule it is regarded as advisable to feature one product in the advertisement strongly and then to mention the other forms in which the product comes only incidentally. Where it is attempted to give a lot of space to all of the different products it often leads to confusion.

S. C. Johnson & Son, of Racine, Wisconsin, as a rule advertise "Johnson's Prepared Wax." Toward the bottom of their advertisement they customarily explain that the wax comes in three forms -paste, liquid and powder. The copy then explains the various ways in which these different kinds are used. Very often the Quaker Oats Company, when not pushing a particular product, such as Quaker Oats, devotes the principal part of its copy to featuring simply "Puffed Grains." Toward the conclusion of the advertisement it is mentioned that the Puffed Grains come as Puffed Wheat, Puffed Rice and Corn Puffs.

FEATURE THE PRODUCT THAT IS BEING PUSHED

A common method of advertising quasi-competitive products is to give the advertisement over to featuring the one product being pushed in that particular piece of copy and then, in a corner of the advertisement, show the packages of the other forms in which the product comes. Some of the Knox Gelatine copy is handled in this The Armour Grain Company has used this method. One advertisement that we recall was devoted entirely to Armour's Corn Flakes, and toward the bottom of the ad packages of Armour's Pancake Flour, Armour's Oats and Armour's Macaroni were shown. In some of its copy H. J. Heinz Company talks about baked beans throughout the advertisement and then illustrates the four kinds of baked beans which are packed.

Obviously there is no standardized method of handling this problem. Even a most cursory examination of the current advertisements will reveal that it is dealt with in every imaginable way. We have just quoted the Quaker Oats Company as handling the problem in one particular fashion. However, when it recently advertised milk spaghetti and milk macaroni, which are essentially competitive products, it featured both prominently in the same advertisement.

The tendency seems to be overwhelmingly in favor of the plan of letting the reader know all of the things of the same nature that the manufacturer produces. How this particular idea is put across may differ. The most universal practice, however, seems to lean to the idea of devoting the advertisement to a single product and then mentioning its supplementary forms incidentally.—[Ed. Printers' Ink.

Corona Typewriter Account Changes

After January 1, 1921, the advertising account of the Corona Typewriter Company, Groton, N. Y., will be handled under the following arrangement: Foreign advertising in the hands of Frank Seaman, Inc.: domestic advertising in the hands of Barton, Durstine & Osborn, Inc.

Elected President of Washington "Herald"

John E. Rice, who has been managing editor of the Duluth, Minn., News-Tribune, has been elected president of the Washington Herald Company, Washington, D. C., and appointed general manager of the Herald.

C. H. Wolfe with Culver-Hammill Agency

Charles H. Wolfe, formerly with the News Publishing & Printing Company, of Sacramento, Cal., is now with the Culver-Hammill Corporation, ing agency, of Los Angeles.

Fyrac Account with McJunkin Agency

The Fyrac Manufacturing Co., of Rockford, Ill., maker of spark plugs, has put its advertising account in the hands of the McJunkin Advertising Company of Chicago.

Marvin S. Small, recently business manager of *Drug Topics*, New York, is now with The J. R. Mayers Company, Inc., dealer helps, New York, as service manager.

Would you think it?

The fruit grower of today is a keen business man—he is not the backwoods farmer of yesterday. He is strictly up-to-date in his work. And you can be sure that he is strictly up-to-date in his toilet. He brushes his teeth and so does his family—everyone from the little fellow on up to grandpop. They brush them up and down and every which way.

This market represents a very large one to tooth paste manufacturers. Some have realized this already for during the first six months of 1920

2,100 lines of Tooth Paste Advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly Members of Agricultural Publishers Association Members of Agricultural Editors Association

SAMUEL ADAMS, Editor ROBERT B. CAMPBELL, Publisher J. E. FORD, Director of Advertising

Collier'S

GRAN The National Multi-



Take Your Choice!



Here are seven Bradleys to choose from

WHICH of these Bradleys do you like best?
Chame it now then are the same style is other color combinations and dozens of other styles of your feveries face store. (There's a Bradley for you. Your dealer will be glad to help you find it.

Slip into your Bradley and Out-of-doors!

Bradley Knit Wear and Collier's

The Bradley Knitting Company is using Collier's as the backbone of its 1920 national advertising campaign.

Collier's

J. E. WILLIAMS, Advertising Manager



How Many of Baltimore's 2950 Grocers Sell YOUR Vinegar?

NE would naturally assume that so staple an article as bottled Vinegar would of necessity be included in every grocer's stock. But not so in Baltimore!

Out of 100 stores visited in the course of our vinegar investigation 16 were found that handle no packaged vinegar at all. At this rate, figuring on the 2,950 stores here, 472 grocers have yet to be sold.

Stimulate your vinegar distribution and sales in Baltimore's worth-while market! Make YOUR brand the leader! Go after the delinquent grocers direct, and through an intensified advertising campaign in the city's great evening paper, The NEWS, teach Baltimoreans many new uses for vinegar, and educate them to use YOUR brand! Baltimore has 120,000 homes: 90,000 are occupied by White people who speak English. The NEWS, on the other hand, has a total circulation of a little more than 100,000, and sells 87,000 of these in Baltimore City every afternoon.

If you're interested in the standing of the ten brands of vinegar now on the Baltimore market, their percentage of sales, distribution, activity ratings, list of dealers interviewed, etc., together with the possibilities of this market. write us on your business stationery for a copy of our report.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL Eastern Representative Tribune Building New York

houl A webl

J. E. LUTZ Western Representative First Nat'l Bank Bldg. Chicago

Utility Value Automobile Advertising Needed to Hold Public and Banker Support

The Cycle of Selling Through Which the Motor Car Has Passed

By A. R. Howell

THE late J. P. Morgan is quoted as saying that the man who goes short on the United States is a fool. The same might be said, and for the same reasons, of those who try to read the collapse of an industry into mere concerning motor-car buildings shutting down or parts, accessory and tire manufacturers about to assign. For, all other arguments aside, you cannot take the automobile away from the American people as long as they have the money to buy and maintain it. It is too much a part of their plan of living. The demand for cars to-day, then, has fallen off only as the peoples' buying power and impulse reflect cur-rent financial conditions. No one questions the certainty of early recovery in the automobile business. The only unanswered ques-tion is when—and here opinions differ as they do on all problems so closely linked up with the immediate financial future of the country.

In order to visualize the probable reconstruction plans now being shaped in the effort to bring the automotive trade back to normal we must review for a moment the policy evolution that led up to the present situation. Then each can judge for himself the time period that must elapse before free movement of product from manufacturer to consumer can be re-established.

The merchandising history of the automobile industry has been one of continuous and competitive reshaping of selling and manufacturing in order to force distribution of more and more cars. First came the struggle for proper and adequate dealer representation and profits were sacrificed to make it easier for the dealer to sell one as against another brand of car. When manufacturing as well as sales competition reached a stalemate in this building up of agency relations, ever increasing volume production forced the trade to consider plans whereby the low income prospect could be made a car owner. And here the industry has seemingly had to stretch its capital to take on the functions of banker as well as builder.

The high cost of selling each automotive unit led to the early abandonment of manufacturerowned trade outlets and the building up of a dealer mechanism. With the dealer fully and independently established, competition for his preference began. This first took the form of jockeying on sales price position, each new manufacturer who entered the field trying to cut in with his product at a price level that would enable the leading dealers to take on the agency for his car because it did not compete at the same price of cars already represented. Each new car brought out helped some dealer bring down his cost of doing business until the leading dealers and even the second and third men in a given locality had all the agencies they could handle. The existing trade thus became "agencied" to the saturation point and dealers switched lines as this or that manufacturer offered them greater sales cooperation.

THE STRUGGLE FOR DEALER DOMI-NANCE

As covered in Mr. Parlin's reports for the Curtis Publishing Company, made in 1913 and 1914, the problem of marketing a new car became a question of how many leading dealers you could

Oct. 2

finan

grun

unde

the 1

who

ganc

empl

effor

their

that

the

not

fron

one

othe nece term

nec

ing

to-r

day

pre

typ

enl

tio

wa

onl

of

of

aft

mo

sui

for

th

wl

ad

fo

lis

pl

SC

of

in

sł

al

o E b

T

interest in your product. Advertising was now a big factor in car merchandising. Manufacturers talked campaign plans as much as they talked specifications. Campaigns were designed with a canny eye for their effect on the dealer inquiries. As a result, certain motor car companies forged to the front in car registration statistics partly because of publicity-created demand but largely because they succeeded in winning and holding a big percentage of the more influential dealers to the handling of their care.

handling of their cars.

This sales struggle was reflected in manufacturing methods. Every suggestion of the engineering or design department was weighed in the light of the competitive situation. In many cases policies pivoted not on how well a car could be built, but on how easily it could be sold. In many cases beauty of line, paint, up-holstery, and character of equipment took specification preference over parts, quality and sturdy road performance. So we had cheaply built, but better looking, and so quicker selling cars until the trade again approximated a stalemate. Since it now seemed impossible to give the dealer an easier selling car, competition centered on the absolute limit that could be given in active sales co-

Every effort of the manufacturer now ran along the lines of making it easier for the dealer to sell. Co-operative newspaper campaigns were run in big buying centers with dealer advertisements trailing big space campaigns by the manufacturer. Elaborate and expensive individual mailings to selected names were undertaken on a scale that built up printing establishments overnight. But the point was quickly reached when even the most intensive effort failed to move further cars for the simple reason that in a given neighborhood all those who could afford to pay cash for a car were car owners and the banks refused to make liberal loans for what they then knew as a pleasure vehicle. The scene shifted to the rural districts and

the process was repeated over again. Manufacturers saw the necessity of bringing the motor car more within the pocketbook range of a greater number of people and a flood of even more cheaply constructed cars came on the market.

Dealers who had found that they couldn't carry heavy overhead on normal replacement business lost interest in higher priced models and sought low priced car agen-This trading down broadcies. ened the market for a few seasons, but again trade slackened; and with each dull season the manu-facturer found it necessary to extend credit to his dealers to enable them to take their allotments since the dealer now found that in selling the low income buyer it was usually necessary for him to finance the trade on a long term partial payment basis. For a while manufacturers found it possible to bank for their dealers following the old International Harvester plan. But the rapid expansion of the industry soon made this impossible and the finance corporation was created.

FINANCING TO FORCE &URNOVER

The volume of automobiles coming into the market even a few years ago represented enough secured loans on which to build a healthy banking business and with the more prominent manufacturers or their connections sometimes underwriting the finance corporations' stock, the plan got under way very successfully. A new group of buyers found a coveted car within their grasp. What matter how long a string of notes fastened to it, it was theirs and the great majority of the new buyers proved good banking risks.

But you cannot finance the purchase of a large part of around a million cars a year on money that comes from within a single industry. The volume of funds tied up in automobile purchase credits was soon felt in the money market. Bankers who sought loans for constructive enterprises found money high because the automobile buyer was willing to pay well for the

1920

over

otor

book

of

nore

on

hey

lost

dels

en-

ad-

ms.

ind

ıu-

ex-

en-

nts

lat

er

m

ng

10

1-

al

id

the

financing of his car purchase. Disgruntled borrowers who didn't understand the economic value of the motor car to the people and who looked on it as an extravagance which incidentally but very emphatically interfered with their efforts to finance themselves or their operations, began to murmur that the automobile was ruining the country. And some say that not a little of the growling came from the banking fraternity.

The finance corporation plan in one form or another spread to other industries, for this same necessity for underwriting a long term sale became more and more necessary as high pressure selling coaxed the country to pledge to-morrow's earnings to meet to-day's bills. The pre-war depression only slightly halted this type of credit expansion.

Then the automobile industry enlisted for war material production and this credit mechanism was laid aside. It was resurrected only when the after-the-war wave of motor car buying gave promise of spending itself before the heavy after-the-war production could be moved out to the ultimate consumer.

Even under this plan of creditforced turnover, all went well until the temper of the country changed with the gradual realization of what reconstruction meant. The advice of bankers given unheeded for over a year was eagerly listened to and almost overnight plants running on production schedules planned on the up-curve of an increasing demand reflected in apparently well cleared dealer showrooms, changed their plans and issued hold orders on parts and equipment already ordered. Immediate lessened demand was only a small contributing reason. Even a looked-for period of slack buying during a reconstruction era of tight money hardly called for such a sudden break in manufacturing. The policy shift was cer-tainly based on deeper causes. The policy shift was cer-Some say that the credit mechanism created to finance dealer sales collapsed. At any rate, someone, somewhere, suddenly asked for cash. And the automobile buyer who owed the dealer who owed the automobile builder who owed the parts maker, who owed the steel fabricator, who owed the crude material producer, couldn't turn round immediately and pay cash because he hadn't earned it yet and the whole mechanism lost momentum and stopped until the credit snarl could be liquidated.

THE AUTOMOBILE TRADE NOT THE SOLE OFFENDER

This situation was not confined to the automobile trade. It extended to every industry that ever worked on borrowed money. And it has clogged trade channels in a way that ordinarily would have precipitated an old fashioned panic had not Federal Reserve members stepped in to ration credits much as Federal authorities rationed food and fuel during the war.

The automobile industry is suffering not alone but in company with many others. No one is working out a grudge against it. But it is more important to the country at large that the 1920 crop be moved than that you and I be financed in the purchase of a shiny new 1921 model. As Francis H, Sisson of the Guaranty Trust Company writes in the New York Evening Sun of September 24:

"The attitude of the banks in the present credit situation is wholly in the interest of the economic welfare of the country. They have vigorously cut down loans for speculative and non-essential purposes, husbanding our credit resources for and directing them into essential productive channels. And this courageous, far-sighted policy is safely carrying us over a period that might easily have been critical, if not disastrous."

Governor William P. G. Harding, addressing the credit and advertising divisions of the Motor and Accessory Manufacturers Association at Cleveland talks along similar lines but with more specific reassurance for the automotive industry. He is said to have emphatically denied reports that the Federal Reserve Board had classed automobiles

with "non-essentials" and ordered member banks to restrict the financing of automobile accounts. "Nothing has been done by the Federal Reserve Board," said Governor Harding, "that reflects in any manner upon one of the greatest industries in the country. It would be a serious thing for any body of men to attack or attempt to destroy a business as firmly rooted and having as many elements of essentiality as the automotive industry. So far as the Federal Reserve Board is concerned, no such attempts have been or will be made."

Mr. Harding said that the dissemination of the reports that the board had ruled against the industry were probably due to the natural reluctance of some bankers to say no to an applicant for credit when it might mean the loss of an account. On investigation, he said, it had been found that many bankers had followed the lines of least resistance and had "passed the buck" to the Federal Reserve Board.

Although Governor Harding said that "conservatism" would be the order of the day for some time to come, he assured the association of the nation's sound and healthy condition.

"Business generally is looking forward," he said. "I feel that we are on a much firmer foundation than we were seven or eight months ago. The country is recovering from the late era of extravagance. We must keep our heads and do business along safe and conservative lines and everything will turn out all right."

COMING TO A STABILIZED DEMAND

Some authorities feel that the distribution of passenger cars has almost reached the saturation point. They quote the country banker who ought to know this situation, if anyone does, as saying, apropos of the credit situation:

"At the beginning we objected to loans to buy automobiles, but cars became so universally used and there were so many business advantages in them that we let down the bars and for the two years preceding last spring almost anybody could possess one and almost anybody did."

Certainly the log of current orders on the parts maker would seem to bear out this contention. Larger and well intrenched manufacturers are releasing hold orders or placing inquiries on a more limited production. In fact there is every indication that since the industry can no longer force distribution of a big output by credit finance operations it must cut that output to the measure of replacement and normal new business demand until credit condistions become easier.

Some of our bigger bankers claim that that time is not far off. Herbert K. Twitchell, Chairman of the Chemical National Bank, is quoted in the New York

Evening Sun:

"While tight money conditions will continue during the crop moving period, it is quite evident that the demand for funds, which normally would come later in the season, will not be so great as usual, for the reason that many secured their requirements before the actual need of such funds had arisen. There is every prospect that there will soon be some relief from the present credit ten-

The big question before this industry is, What is going to happen in the meantime?

Several big producers have recently cut prices, which is taken by some to mean that plant overheads established for big production must be met even if at some sacrifice of sales profits. If this be the reason, it means that these manufacturers look to dispose of big production at a later date and are willing to pay to-day's price for to-morrow's strategic manufacturing position. The parts makers in some cases are being asked to share in this profits cut. Orders are being cancelled with the deliberate intention of reinstating at a lower price. But the point is, there are sufficient orders for well-informed supply companies to continue to manufacture for inventory.

(Continued on page 25)

, 1020

rrent rould tion, anuders nore here

the disedit

cut re-

usi-

far far irnal ork

ch

"In Philadelphia nearly everybody reads the Bulletin"

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin



SCRIPPS NEWSPAPERS



The Cleveland Press

"First Newspaper-Fifth City"

First in daily circulation and advertising volume.

More than one-half of Cleveland merchants' appropriation for daily newspaper advertising is invested in The Cleveland Press.

HOW LOCAL MERCHANTS' SPACE WAS APPORTIONED IN AUGUST

THE PRESS	1,024,226	lines	or	44.2%
2nd Paper (morn.)	550,018	46	44	23.7%
3rd Paper (even.)	744,506	66	te	32.1%
,				

TOTAL......2,318,750 " "100%

Included among these users of The Cleveland Press advertising columns are distributors for practically every nationally advertised product sold in Northern Ohio.

The merchants of Cleveland directly in touch with local conditions know that best results are obtained thru The Cleveland Press.

More home-delivered, home-read city circulation than all other Cleveland dailies COMBINED.

020

SCRIPPS NEWSPAPERS





NEWSPAPER advertising promotes immediate sales of merchandise or service offered. National advertisers desiring quick action and instant response may, more than ever before, profitably consider newspaper advertising this fall to stimulate increased buying on the part of the consumer.

The twenty-two Scripps newspapers are:

Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press

Los Angeles Record

Akron Press

Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG.

Chicago Office: 1st NATL, BANK BLDG.

Towho

fron

to h

trict

ary ingl

Cor

hea

som

Dro

onl

WI

du

Perennials

Skilled grafting, careful nurture, the horticulturist's cunning have produced exotic plants and flowers. Orchids can be forced to a prodigious size. Strange hues have tinged the petals of a rose.

But their beauty is short-lived. Remove the shelter of the hot-house, the care, the artificial pressure and they fade and die.

It is the plant of nature that blooms and thrives—the plant that draws deep-rooted nourishment from the soil that blossoms in the warmth of the sunshine.

Newspaper circulation is like a plant.

Forced methods, hot-house stimulation may swell it unnaturally. But forced methods are not healthy. There is no substitute for normal, steady growth—for free, unforced development.

Where are your newspaper perennials? The circulations that have grown with the years—that have blossomed in the friendly sunshine of reader trust and reader confidence. A circulation like the nearly 400,000 of The Chicago Daily News—the robust, lasting product of over 44 years' growth.

The Daily News

First in Chicago

1020

To the distributing trade as a whole, this situation has merely meant the shifting of attention from one department to another. With the number of old cars on the road, repair departments have more work than they can get men to handle, and the supply business is fully normal. In the rural districts, garages are taking on the sale of farm lighting and stationary power units with correspondingly increased gross turnover. Conditions here are healthy and there is no apparent fear for the healthy continuance of this part of the automotive industry. some question the corporate future of many manufacturers prophesy that the smaller or weaker positioned companies can only survive through consolida-

WILL THERE BE A CRYSTALLIZATION OF THE INDUSTRY?

It has been freely predicted within the industry itself that the greatest volume of motor car production would eventually come from not over six manufacturing groups. Prophecies of this sort have been based on close observation, and take cognizance of facts such as the following:

Authoritative estimates give the

ultimate replacement business fol-

lowing market saturation as not over two million cars a year and base this volume on there being ten to twelve million cars in operation when that point has been reached. These same authorities put the war-period-created shortage at one million cars and estimate the past year's production at not less than two million pas-senger vehicles. In others words, before a credit situation forced the present rescale of production, it looked to some as though the industry were rapidly approaching a position where there was not enough new business to go around

and they point to the close to \$100,000,000 new buildings and equipment plans announced by

larger manufacturers during the spring of 1919 as proof that the

big fellows were getting ready to house the little fellows' produc-

tion.

Whatever the future along this line, it is certain that the changed temper of the buying public must have a marked effect on the producer of cheap cars. Big dealers agree that the public has lost its taste for the "two-season car" and will demand from three to five years' service from even the low priced models. If this be true, undoubtedly manufacturing policies must change radically and it would seem that only the stronger positioned manufacturers can undertake such a shift in plant operation under present conditions.

operation under present conditions. Since it would seem that the cars that can be successfully merchandised must be more thoroughly engineered for service, the utility value of the motor must be emphasized more, not only to get public but bank support in the actual act of selling. The serious trend of thought during the reconstruction era must be thoroughly capitalized to this end, not only in publicity work but in the actual actions of dealers. Truck sales departments are learning their lesson along this line; why not passenger car divisions as well?

For the parts maker the situation holds a big but passing opportunity. Specification control as never in the past will rest in the hands of the engineering department. If quality parts are to be read into manufacturing orders it's now or never. It is axiomatic in selling that it is easier to sell a small organization to a change of standards than a large one. If the industry is to crystallize as a small number of big corporations, the door will be open only for the short period of time that some say remains before this condition becomes an accomplished fact.

Price should have little part in this situation. Products offered will be judged on their ability to give service. The new slogan of the industry promises to be, list price aside, the greatest number of horsepower hours for each dollar asked.

John A. Bauer, formerly connected with the Chicago office of Cole & Freer, and for the past fifteen months Eastern representative for that organization, is now with Vanity Fair, New York.

Apartments Must Be Larger to Accommodate Twin Beds

So Says Simmons, and Builders and Architects Seem to Be Responding

By C. M. Harrison

SELLING beds and erecting apartment buildings are two propositions that are not nearly so far apart as they would seem.

The Simmons Company, maker of Simmons beds, found this out while preparing for its big national advertising campaign now being carried on in consumer mediums in behalf of twin beds.

Simmons quickly recognized that it had many forceful talking points to back it up in carrying out its campaign to put over the idea of "a separate bed for each The idea is founded sleeper." upon sound medical fact for one thing. But it takes more than quotations from doctors and other good selling arguments to offset the condition brought about by the limited wall space in many of the modern houses. Simmons found many people who would like to have twin beds, but who did not have room for them in their apartment's or houses. This made the company decide early that before it could get across its idea in a big way it would have to sell the twin-bed proposition not only to the people who would buy them, but also to architects and builders.

It is proceeding along these two lines simultaneously. While the public is being educated upon the benefits of twin beds, much effort also is being expended upon architects and builders to get them to make provisions for twin beds in the houses and apartments they

erect from now on.

The architects and builders, it is interesting to know, are re-

is interesting to know, are responding readily. Right now building is away below normal. But the general recognition of the twin-bed idea in such new apartment buildings as are being made indicates that a really big demand for this class of merchandise will be encountered when construction

gets well under way again. Everybody knows about the serious shortage of housing facilities in the big cities. There is less said about the shortage in the smaller towns. It exists just the same and is equally serious. When the material market gets stable once more there will be a rush of building in this country that never before was experienced. Then Simmons expects to realize upon the double-barreled advertising campaign it is doing now.

The moral is obvious. Really worth-while things in advertising and selling cannot be accomplished overnight. Simmons has been working toward this big objective in one way or another for three years. It may be another year, or perhaps two, before the inevitable returns are gained. Another feature of the moral is that advertising may be doing its work only partially when it is directed only to people who actually will buy the product advertised. If the sympathetic interest of the builder could not be enlisted, the sale of twin beds would encounter an automatic check.

APARTMENTS HAVE LARGER BED-ROOMS NOW

This was the case three years ago. But the condition is changing.

ing.
"In the larger cities, such as New York and Chicago," W. C. Cook, of the Simmons Company, said to Printers' Ink, "a great many apartments have such limited wall space that the sale of twin beds is difficult. However, this is the case in apartments erected from three to six years ago. The exact opposite is the case in the apartment buildings being erected now. It has got to be quite the thing to leave sufficient space for twin beds. We

ding

ery-

ious

in

said

ller

and

ma-

nce

of

hen

pon

ing

lly

ing

m-

has

ob-

or er he ed. is

is

urr-

nld are working with architects and builders generally in an effort to encourage them to provide for twin beds when making their This, we believe, will be done in a general way from now

Mr. Cook modestly refrains from saying that the representations of the Simmons Company have had a great deal to do with bringing about this new idea in building, whereas it really has been a forceful factor. The company is showing good psychology in pushing the twin-bed idea right now. In so doing it is getting the benefit of involuntary cooperation from a number of unrelated sources. The popularity of this type of bed is shown by its invasion even of the exclusive The apartapartment hotel field. ment hotel, of which there are so many on the Pacific Coast and which now are appearing in greatly improved form in New York and Chicago, is a highly developed

adaptation of the modern flat. The typical apartment in these buildings consists of a living-room, kitchenette and bathroom. The living-room can be turned into a bedroom through the use of folding beds that can be swung around on doors. In a \$3,000,000 building of this type just opened in Chicago about two-thirds of the beds are

of the twin variety.

Simmons will attempt also to develop the big potential field it has in residences. An attempt will be made to show to architects the advisability of providing space for beds at least in the master bed-Investigation has shown that wall space that would make twin beds available in the average private residence is much more limited than one would think. But it is not so limited as in the older apartment buildings, and Simmons has a good potential market in residences that already have been erected as well as those that will come in the future.

The George L. Dyer Company 42 Broadway New York

Western Offices 76 W. Monroe St. Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

"Our chief objective in this campaign," said Mr. Cook, "is to get this separate-bed idea across to the public. When this is done the sales of our product will take care of themselves. Lessons taught by the war and by the influenza epidemic will be a great aid to us in this effort. During the war the Government insisted upon a separate sleeping unit for every individual soldier in the barracks or camp. The Spanish influenza made perfectly clear to millions of people the necessity of separate and individual beds.

"Beds heretofore have been re-

"Beds heretofore have been regarded as furniture. We believe we are the first people to conceive, design and merchandise them for the service they are to perform."

Having in mind this idea as expressed by Mr. Cook, the company in its advertising will attempt to educate the American people on the benefits of the modern bedroom which, it says, should be "simple, cool and clean—a place for healthful sleep and rest."

The advertising will oppose the fussy bedroom and will tell people that it no longer is considered a correct scheme of decoration to fit up a bedroom like a parlor, with carpets, thick hangings, heavy matched furniture, fancy lamp shades and the like. This kind of bedroom, according to the Simmons idea, belongs back in the mid-Victorian period of the tidy and the pillow sham.

THE TREND OF THE SIMMONS AD-VERTISING AT PRESENT

The advertising that now is being carried on in consumer mediums is designed to lay a broad foundation upon which intensive dealer development work can be hased It sets forth various phases of the benefits of twin beds and invites people to send to the company for free booklets on sleep. One is a convincing résumé of what leading medical journals and health magazines say about separate beds and sound sleep. In this the subject of sleep is set forth in the plainest terms. The book makes such assertions as that to oblige a child to sleep with an old person is a crime against the child because of the magnetism and vital force which it loses through such association.

The names of the people inquiring for the booklets mentioned in the advertisements are used to build up a mailing list, thus supplying a hand-picked outlet for such direct-mail advertising matter as the company may want to send out. The names are also sent back to the Simmons dealers in the towns where they originate. Then the prospects are followed up through the use of printed matter supplied by the company.

The Simmons Company be-lieves in working in the closest co-operation with retail dealers. The national advertising of the company is of course used as part of the selling campaign to induce new dealers to take on the beds. It also is used to prove to dealers the benefits they can gain through giving Simmons beds a good share in their own local advertising. The national advertising cultivates a market that is hugely profitable in a potential way. The dealer is told that he can benefit from this cultivation in proportion to the way in which he hooks up with it locally.

Sherman-Bryan Agency Changes Name

On October first the firm name of Sherman & Bryan, Inc., changed to Sherman & Lebair, Inc. Harold A. Lebair, whose name has been added to that of the firm, assumes a larger interest in the business, with which he has been connected in an executive position. Alfred J. Bryan, the former partner and head of the copy department, will continue his affiliations with the agency, and will also conduct an independent copy service.

Carl McQuinn Made an Officer of McKee Agency

Carl McCuinn, who joined The Homer McKee Company, Inc., Indianapolis, eight months ago, has been elected vice-president.

H. S. Browne Joins "International Trade Developer"

Herbert S. Browne, formerly a Chicago publisher, is now with the International Trade Developer in that city.

the tism oses in-ned ised hus for to to to ers

red atbeest rs.

he

rt

ls.

in

d-

is al

ie



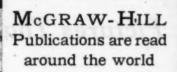
Pictures That Appeal

No space investment that an advertiser may contemplate is worthy of more favorable consideration than color representation in THE PEOPLE'S HOME JOURNAL.

The impressive color work which we are now producing by our ultra-modern process adds charm, dignity and attractiveness to the advertised product; gives to it the atmosphere of quality and distinction which is invariably associated with the best in reproductive art.

The People's Home Journal

For 35 Years the Magazine for Every Member of the Family



By thousands and tens of thousands letters from every country of the world pour into the McGRAW-HILL office.

Who are they from? They come from engineers and industrial executives of every nation. They come from the builders, the financiers the directors of industry, the world's constructive minds, the leaders in its work—the buyers of material and machinery essential to production and progress,

Here are letters from
a machine shop in Belgium
an iron foundry in Spain
a burlap mill in Calcutta
an oil refinery in Roumania
a technical school in China
a construction camp in Java
an industrial library in Brussels
an "American" garage in Brazil
a sugar mill in New Zealand
a diamond mine in Africa
a tin smelter in England
a tannery in Argentina
a dye plant in Germany





7, 1020



Try it out in Representative Milwaukee

Selling Soap to Milwaukee

There are 72 popular brands of soaps, washing powders and other cleansing preparations being sold today in the Milwaukee Market.

If your product is of this nature you will be interested in knowing what 68 retail Milwaukee dealers said when interviewed on the soap situation by The Milwaukee Journal. You will want to know these 72 brands—their prices—which ones have the largest sales—the average consumption of soap per family in Milwaukee—how Milwaukee people buy their soap and where—what dealer cooperation you can obtain, etc.

You can get this valuable market information and more from The Milwaukee Journal.

Daily and Sunday The Journal goes into the homes of 4 out of 5 English-speaking Milwaukee families. You can cover the Milwaukee Market at one cost with The Journal alone.

> Write today for detailed survey of the Milwaukee Market.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc. Spécial Representatives

New York Chicago

A "Man-Rating" Plan Proves to Be Incentive to Good Work

Packard Motor Car Company of Boston Adapts Army Rating Scales, with Excellent Results

By Donald Kirkland

A CERTAIN young man is sub-foreman in a furniture manufactory. His pay is \$1,800 a year—it should be three times that amount. The establishment is large and prosperous; and in his way the young man has contributed considerably to its welfare. Nothing grand or spectacular; but in quiet, minor ways he has saved the firm in the past five years perhaps \$30,000.

1920

ips.

epkee

vill

ail

ed

ee

72

he

of

il-

tc.

r

e

0

five years perhaps \$30,000.

Just by way of example, the operation of joining two parts of a certain piece was difficult and required an hour and a half to perform. By designing, on his own initiative, a jig into which the parts were placed and forced together by clamps, the time was It was cut to seven minutes. nothing that meant complete upheaval of method, nothing to bring the young man into prominence, nevertheless was extremely valuable to the firm. This man's light lies hid under a bushel. He is not a self-advertiser; his immediate superior is interested only in the labor cost showing which he makes, and the sub-foreman's worth awaits accidental discovery of the higher executives of the

Some system should be devised which would bring it to light automatically. Every concern takes inventory of its material stock—once, twice, thrice a year. Why not a periodical inventory of human stock? Merchandising and manufacturing material is marked up or down with changing market value. How important that human material receive the same appraisal!

The Packard Motor Car Company of Boston has put into effect just such a periodical human inventory by adapting the scheme used by the army and navy during

the war to keep track of the abilities of its officers. The Government plan has been much described and universally approved, yet its possibilities for wide application in business have not been generally considered. With the Packard people it is applied to the foremen, sub-foremen, inspectors and testers, with possibly later extension to mechanics. There are now certain means of discovering relative abilities and shortcomings, and rewarding accordingly; of uncovering dissatisfaction before it festers; of building up a happy family morale.

The idea of the rating plan is really a modification of the school plan of grading proficiency in the various studies. The qualifications required for each position are analyzed and listed, and the individual rated on each item with the percentage of his attainment in comparison, with the possible, each qualification being considered in relation to its relative value to the whole. A typical rating scale as used by the Packard people follows:

RATING SCALE FOR FOREMEN

- I. TRADE ABILITY.
 Consider kind and amount of trade (or department) experience; knowledge of, and resourcefulness in using machines, tools, materials, and trade methods.

 Highest 15
 Highest 15
 Low... 12
 Low... 12
 Low... 13
- II. ABILITY TO PLAN
 AND SUPERVISE.
 Consider a bility to maintain standard quality work; to place help where they can do the best work; to plan ahead, so as to have materials, men and tools ready to get out orders on schedule time with minimum production costs, and to keep a steady force.

 Highest 25

 Highest 25

 Highest 25

 Lowest 25

 Lowest 5

III. ABILITY TO HANDLE MEN. Consider initiative, de cisiveness, resourcefulness, energy, self-con-trol, and ability to deal fairly with his help; to earn their respect, good-will and confidence; to maintain just discipline and a stable working force.

Highest. 15 High ...12

Middle. . 9 Low.... 6

Lowest.. 3

IV. A B I L I T Y T O TEACH. Consider his ability to

explain his work clearly and thoroughly to a beginner, to gain the beginner's confidence and make him interested in the work; his success in developing all-around men, hig all around men, bettering men of lower grades, and increasing generally the knowl-edge and skill of the help under him.

Highest. 15

High ...12 Middle. . 9

Low.... 6

Lowest.. 3

V. GENERAL VALUE TO THE COMPANY. Consider his years of service, his loyalty, his ability to understand and carry out the Company's policies; orderliness of his de-partment; his readi-ness and ability to co-operate with other departments and the management in giving new ideas and meth-

ods a fair trial.

Highest. 30 High ... 24 Middle..18

Low 12 Lowest.. 6

The sum total of the high ratings is 100. "General Value" comes first with a rating of 30; "Ability to Plan and Supervise" next with a maximum valuation of 25; "Trade Ability," "Ability to Handle Men," "Ability to Teach" are considered each worth 15 points.

All foremen and others coming under the scheme are rated against such scales, which ratings are revised every three months. Indicating as they do with almost absolute exactness the relative abilities of the men, salaries are based upon the ratings. An increase in total means an increase in pay, prompt and certain. As indica-tion of its efficiency, the average ratings have increased from 20 to 30 per cent in the eight months during which the plan has been

Promotions, too, are made on the basis of ratings. The several candidates are measured by the scale, taking into consideration the requirements of the new position, and the promotion made absolutely on the basis of points.

Not long ago a foreman's posi-tion was to be filled. On the old plan the natural way would have been to promote the assistant foreman of the department or bring in a new head from outside. Instead the rating scales were studied and from them three possible names selected. Two were assistant foremen of departments, the third, strange to say, was employed not in the shop but in the sales inspection department, his duties being to handle customers bringing in cars for These three men were each rated for the new position by three of their superiors independently. Then they were brought together, informed they were candidates for the position, and asked to rate each other by the same scale.

Surprising to say, the one receiving the highest estimate from the three superiors received nearly the same rating from the other two candidates. It was the man holding the position of sales in-spector; and he received the promotion. The three candidates shook hands all round, declared the choice to be fair and the assistant foreman of the depart-ment who was one of the candidates went to work under his new boss with loyalty enhanced.

This brings up an important feature in the application of the plan—the method used in de-termining the ratings. To prevent possibility of unfairness, each man is graded by three people, eliminating the element of personal prejudice, favorable or unfavorable, conscious or otherwise. Further to reduce the influence of personality, a practical plan has been worked out by which all graders operate on the same basis, the essence of this plan being that comparisons for grading are made not against some nebulous ideal but against definite individuals. Observe that on the rating scale are five grad-ings for each qualification. As1920

the

tion

osi-

osi-

the

ould

as-

art-

rom

ting

hem

ted.

e to

hop

art-

ndle

for

vere

tion

in-

thev

ion.

by

re-

rom

arly

ther

man

in-

oro-

ates

red

as-

art-

ndi-

his

ced.

ant

the

de-

ore-

ess,

ree

ent

ble

or

the

ac-

out

on

his

for

nst

nst

hat

ad-

As-

ts.

sume the one under consideration to be "Ability to Plan and Supervise." The grader runs through in his mind the names of a dozen men in similar positions, selects the one he considers to be most expert in this respect and writes his name opposite the word "Highest." Opposite "Lowest" he sets down the name of the individual whose attainments in this phase of the work are least; likewise with "Middle," "High," and "Low." There are now five names with abilities running from highest to lowest.

"The names of the highest and lowest," read the instructions, "must represent extreme cases—the best and the poorest you have ever known. The name for the middle should be that of an average foreman, halfway between the extremes. High and Low should be halfway between the middle

and the extremes."

The grader now compares his estimate of the foreman being graded with these definite individuals. Thus he estimates that William Green, who is being graded, is equal in planning and supervising ability to Arthur Wright, whose name he finds written opposite High on the schedule. Green therefore receives a grading of 20 in Planning and Supervising Ability.

In this way results are certain to be comparatively true. Foremen, understanding the method of making the ratings, are convinced that the figure is fairly arrived at and represents a cor-

rect estimate.

MEN TOLD WHEREIN THEY CAN IM-PROVE

Men are free to inspect their ratings at any time and discuss them with their superiors. Executives are enabled thus to point possible roads of development. The great virtue of the ratings here is in permitting the matter to be discussed in detail rather than in mere generalities.

One man who was an inspector desired to be promoted into the sales department. His rating scale was discussed with him and he was shown to lack the right

kind of personality. Thus guided, he set out to develop an agreeable and pleasing manner, and made such progress that in a few months his superiors felt justified in making the promotion desired.

As a corollary to the rating plan, promotional charts were drawn up to indicate possible opportunities for advancement in position in addition to wage increases in positions then occupied Most men felt that, having reached a foremanship, they had arrived at the pinnacle of their career-nothing was beyond to which they might aspire. To one of these men were shown at least five positions possible of attainment for him. The promotional opportunities laid out in diagram present them visually and impressively. One showed, for example, that when a man reached the position of sales inspector, two leads were open for him-one in the direction of shop foreman, the other in the direction of sales of new cars, used cars, or trucks.

Practically all men are being promoted from inside. Promotion of a sales inspector to foremanship created five promotions down the line. Each time an advance is made a bulletin is issued announcing it. The promotion is thus dignified and helps to bring home to the men the opportuni-

ties.

Having worked out the scheme whereby a man's strength and weakness might be pointed out to him and used as a basis of pay and promotion, it was next desirable to devise a plan by which he might be helped to develop himself. Consequently a foreman's training school was organized, attended by sub-foremen and foremen and a few selected mechanics. Attendance was voluntary, but all foremen and their assistants joined with the exception of two. Sessions were held once a week, in the evening. In addition conferences were arranged between the foremen and service superintendent daily between 9 and 10 A. M., on a prearranged schedule; and department conferences between fore-

men and assistants at definite times, which latter conferences the superintendent took occasion

frequently to join.

The effects of any such plan must be intangible-felt rather than seen. There is a different attitude in the air, more loyalty, finer co-operation. One man, at least, has been remade, according to his own words. He was formerly a tester, with pleasant word for none. Members of other departments hesitated to approach him or ask for his assistance. The change it has worked in him has brought him promotion. He is now in charge of new car deliveries, a job which brings him in contact with customers. His manner, disposition and feeling are entirely reversed. A spirit of antagonism between the sales inspection and the shop departments has entirely disappeared. Work is done on time, or, when delayed, adequate notice is given that the customer may be informed. The sales inspector who may observe something on the car while it is moving which would puzzle or escape the mechanic with the car standing in the shop takes the trouble to write a suggestion on the order card.

Summed up, this plan of building morale consists of analyzing the individual, making the promotional opportunity plain, and training him for the better job. It is a plan of scientific management applied to the repair shop, where the usual methods of motion study, bonus and the like are extremely difficult of application. It is a plan of working for efficiency through the develop-ment of men more than through the development of methods.

The Oldest Advertiser in the United States

New York University
New York Sept. 29, 1920.

Editor of Printers' Ire:
We are interested in learning who are the oldest advertisers in this country, not merely the firms that first advertised and have gone out of existence, but the ones now doing business who have advertised for the longest time.
Can you supply us with this information?

THOMAS B. STANLEY.

THOMAS B. STANLEY.

Canada's Imports Decrease: Exports Increase

The value of Canada's total foreign The value of Canada's total foreign trade for August was \$238,085,409, the value of the total exports being \$113.767,395, and the imports \$124,318,014. As compared with July the August imports were \$3,000,000 less in value; but the value of exports represented a gain of approximately \$7,000,000. The indications are that the peak of the high imports, which have been a feature of this year's trade, has been feature of this year's trade, has been passed.

passed.

For five months of the present fiscal year, the value of Canada's foreign trade was \$1,063,353,170, or at the rate of \$212,000,000 a month. If this average is maintained the present fiscal year should result in the largest trade total that Canada has ever recorded. Exports of lumber, pulp and paper continue to be high, being valued at \$31,817,000 during August, an increase of \$11,000,000 over the same month last year. last year.

Tire Account with Lytle Agency

The J. Horace Lytle Company, Dayton, Ohio, is handling the account of The Master Tire & Rubber Company, Dayton, Ohio. Trade papers and newspapers are being used at the present time and later agricultural and national publications will be added to the schedule. schedule.

Triangle Service a New Agency

The Triangle Service, Inc., a new advertising agency, has been formed at New York by S. C. Blumenstock, formerly publicity director of A. I. Namm & Son, Brooklyn, president, and Abner J. Rubin, formerly with the Irwin Jordan Rose agency, vice-president.

New Accounts with World Wide Agency

The World Wide Advertising Corporation, New York, is now handling the accounts of Conn & Co., musical instruments; Selmer, Inc., musical instruments, and George Backer, real estate, all of New York.

Confectionery Account with Eberhard

The George F. Eberhard Company, of San Francisco, will direct an advertising campaign featuring the various preserves and candy confections manufactured by The Remar Sweets Company, of California.

Dake-Johanet Agency Has Oakland Office.

The Dake-Johanet Advertising Agency, San Francisco and Los Angeles, has opened offices in Oakland, Cal., with C. T. Sanford as man-

1020

se:

the ,014. im-

alue; ,000. k of

been fiscal reign rate iscal rade

ded. aper

onth

Day

any, ews-sent

the

ncy new

for-

mm ner

or-

or-

ing

in-

ny, er-

111 m

k-

d,

1 at ease WHAT MAKES A GREAT NEWSPAPER?

What do people want in their newspaper?

A brilliantly edited paper as The Indianapolis News must have a varied appeal. It is not surprising however to find that a large percentage of readers are interested first of all in the advertising. For fifty years a close censorship has been exercised over the columns of this paper with the result that News advertising is read and believed.

> The consensus of opinion of a thousand subscribers - 500 in Indianapolis and 500 in the state showed the following ranking of the different departments of this paper

CITY

- 1. Local News
- 2. Display Advertising
- 3. Classified Advertising
- 4. Foreign News
- 5. Editorials
- Sports and Amusements Weather
- 8. Markets
- 9. Cartoons
- 10. Features

STATE

- 1. State News
- 2. Display Advertising
 - 3. Markets

 - 4. Weather 5. Classified Advertising
 - 6. Editorials 7. Foreign News
- 8. Sports and Amusements
 9. Cartoons

The Indianapolis News

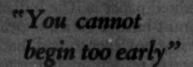
First in National Advertising in Six-Day Evening Field

New York Office DAN A. CARROLL Tribune Building

FRANK T. CARROLL

First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS'



To manufacturers looking for wider markets we cannot do better than quote the advertising alogan of Packer's Tar Soap, "Yes cannot begin too early."

Very early—nearly 40 years ago—Mr. A. B. Olds commenced to advertise Packer's Tar Soap. In some of the earliest treatise on advertising you will find these early Packer advertisements given as shining examples of advertising of their time.

For many years Mr. Olds prepared his advertisements without the acsistance of an advertising agent. He pieacered in many ways. He used pages at a time when half pages and quarter pages were the rule. He was acrupulously careful to avoid over-statement. His advertising was invariably truthful and sincere.

In 1910 it was our privilege to be invited by the Packer Manufacturing Company to act as their advertising counsel. It is a matter of genuine pride to us that we have had a hand in the recent advertising of this long-advertised proprietary article. If any like product anjoys more complete distribution in this country, we have yet to hear of it.

The Blackman

, 1920

NG



Company New York

re ste

of

th

th

to th fo

sh

The LARGEST PAPER

In the State of Connecticut

The HARTFORD Sunday COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

HARTFORD Daily COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. Tribune Bldg
New York Chicago.

Don't Be Fooled by the Straws

Every Rule of Advertising Has Its Exceptions and Many a True Premise Leads to a False Conclusion

By Harry Varley

THIS story properly begins with a quotation and an amplification of an old maxim.

"Straws show which way the wind blows." True—if the wind really blows them and there's no stone or rock to jam the straws; or if they're not floating downstream while the wind blows up; or if they are not coming in on the tide that will take them out on the turn; or if a hundred-and-one other agencies do not prevent some particular straw or straws from being a true wind vane.

That paragraph was inspired by many instances in the present flux of business, selling and advertising where people who should know better see a couple of straws stuck in a horse's tail and say "Aha! Now you see which way

the wind's blowing."

A manufacturer receives a letter from a coal-heaver in Providence who says: "That last advertisement of yours in the magazine is rotten. There are only five screw heads in a coal shovel and you showed six"-and right away the manufacturer jumps on the advertising manager and wants to find a new agency that will do things right. For the moment he forgets that goods are selling, that the high wind is blowing his ship to the home port; he has eyes for nothing but the straw that says his advertising and selling are rotten and that that's the way the wind is blowing.

It works the other way, too. Some person, generally somebody who has some individual motive for his action, writes and says that a certain advertisement is the best he has ever seen; it made him go out and buy a so-and-so and he's told all his neighbors about it and so on. Then the manufacturer attaches the letter (sometimes) to one he sends to the advertising manager. The burden of his note

is, "Why can't all our advertisements be as good as this? This letter shows that this is the kind of advertising we should dobla-bla-bla." And there's a P. S. "Better not send this to our agency. It might have a bad reaction." (Oh, much used, much misused word of the day!) This kind of man would find a fourleafed clover, and instead of congratulating himself on his luck would immediately jump to the conclusion that four-leafed clovers were the regular thing and all three-leafed clovers were degenerate fours.

I know of an actual instance where a manufacturer wanted to change his entire advertising policy in the middle of a campaign because his friend's wife gave him one plausible reason why he should not use an appeal on which the campaign had been built. To him, that one straw showed a gale of wind that would blow down his business like a house of cards. It remained for the agency to point out the mounting curve on the monthly · sales chart. That was the only weathervane he needed to consider!

Research workers stumble into the same pit of judging from instances. "A dealer in San Antonio says he doesn't like the way so-and-so is packed because of such-and-such. This is a good criticism." Maybe it is. Generally it's a straw jammed by one person's or one geographical section's individuality, and it can't go with the wind.

THIS STRAW SIDE-STEPPED THE WIND

Perhaps a recommendation is made that advertising should be done in towns of 70,000 or over because an investigation found out that in Wilkes-Barre, Pennsylvania (the population of which is 73,828) so many dozens or

gross or thousands of a certain article were sold last year, therefore the market for this article in towns of 70,000 justifies the advertising. Because there are big. modern department stores in Wilkes-Barre, and there are a half dozen smaller towns within a radius of a few miles, the buying population of Wilkes-Barre is from three to five times the population as figured from the census reports. In the books, Norton, Kansas, is credited with an esti-mated population of 2,000; but because it draws buyers from a circle many miles in diameter, the buying population is from four to ten times greater than shown by census figures. Verily, census figures are straws to be considered carefully if one must determine the wind's direction from any one or several.

So large a part of advertising is a matter of opinion that there is too much of this clutching at straws-taking isolated or even small groups of examples and declaring principles from this, in-stead of sticking to principles regardless of the plausible, sometimes logical and generally striking exceptions that seem to contradict principles. An advertisement "doesn't seem to pull." Then damn it utterly! Another apparently is a winner. Let's make em all like that. Plausible enough, yet often foolish in the extreme. No two advertisements can have the same power, and while beautiful theories often can be constructed to demonstrate why one advertisement pulled and one didn't-there's no way on earth to find out why unless we could know the mind of every person who was sold, half-sold or left cold by the reading of it.

Here's an example taken from life that can be applied to the errors of judgment based on "facts" in advertising.

THIS INDICATES THAT ALL LABORERS REVEL IN LUXURY

I was standing outside a large building on Fourth Avenue, New York. A man, dressed a little better than a beggar, shuffled up the street. He stopped at the building entrance, picked up a large cigar butt with a gold band that somebody had tossed away and, wiping off the end, he lit it and puffed away with great gusto.

Just then two business men, in the midst of some great argument, came out of the building and were about to enter an automobile standing near the curb when one of them chanced to see the man smoking the cigar. He turned to his companion.

"There! Look at that! What did I tell you? Doesn't that prove everything I said? Doesn't that show the trend of the times? Why can't we raise the price? There's a common laborer smoking a twenty-five cent cigar."

"I guess you're right—but I wouldn't have believed it," was the answer, and perfectly satisfied with the "straw that showed which way the wind blows" they drove

away.

"You can't sell a ten-cent tooth paste in this neighborhood," said the West Side druggist. "Look at the average rentals—all high-class trade here." But there happened to be two schools in the district where "tooth drill" was practiced and parents knew a ten-cent tube was ideal for children to take to school. There was less chance of waste than with a larger tube.

"It is absurd to think that nut butter will sell in rural communities," said the report from an investigation of country storekeepers. But the canny ruralists sent their eighty-cent cow butter to the city and used the thirty-odd-cent nut butter on their own tables.

"In this zone, which is one of the poorest in the city, there will be a good sale of low-priced phonograph records but no market for grand opera and the more classical records." But the entire Italian settlement was embraced in that section. Caruso was worshipped via the wax disc—hence the sale of high-class records exceeded the districts where "the book" showed "high-class" markets.

It is well to get facts, analyze them and draw conclusions—but , 1920

buildlarge that and, t and o, in, in argulding autocurb see He

that

ere's

t I

fied

hich

rove

ooth

said

cat

lass ned

rict

ced ube

to

nce

ibe. nut ni-

inep-

ent

ent

of

ill

ed ret re re

ce

X-

ne

r-

at



Nine railroad systems, traversing the richest farm land sections, reaching all the big population centers and export cities and tapping the important sources of raw material, radiate from Louisville.

The utilization of the Ohio River for the shipping of tremendous tonnage, awaits only the erection of suitable water terminals and the construction of modern freight barges. Louisville with a municipally owned water front, is in an enviable position to serve her business interests. As the chief loose-leaf tobacco market, Louisville is famed throughout the world. Kentucky's 1919 crop of four hundred and seventy-four million pounds, valued at \$175,000,000.00, was the largest of any individual state, and a record-breaker. Coal is in Louisville's back yard. It is estimated that nearly half the state of Kentucky's area is underlaid with high-grade coal, enough to supply the world for generations. Her petroleum output for the last two years has attracted the attention of the world. Her agricultural production for 1919 was nearly five hundred million dollars.

Though in the main Kentucky is an agricultural state, Louisville, its principal manufacturing and trade city, is recognized as one of the South's largest trade centers. Its hundreds of factories and big railroad shops give it immense buying power.

Louisville is a great tryout city for the national advertiser, and the surest way of reaching the buying power of Kentucky's largest city is through the advertising columns of the largest morning circulation in Kentucky; that is

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Keily-Smith Co., Marbridge Bldg., New York Western Representative: John Glass, Peoples Gas Bldg., Chicago Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta, Ga. Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

be sure you have all the facts. If something is so plausible it can't help but be true, give it ten times the scrutiny it seems to warrant.

Remember that it is a general principle that the water in the river runs down to the sea-but the very force of the water in the Niagara rapids, hurling itself against the curved bank at one spot, makes a current that flows upstream. One could sit there on the shore and, seeing the straws on the surface, would swear that the river ran up to the Falls instead of down to the sea.

Agency for Devoe & Raynolds

The Devoe & Raynolds Co., Inc., paint manufacturer, has put its advertising account in the hands of the Harry C. Michaels Co., New York, which will handle the advertising for both the Eastern and Western branches.

The Michaels agency has also obtained the account of the Condit Electrical Manufacturing Co., Boston.

Two New Accounts for Rankin

The Federal Bakery System, of Dav-enport, Ia., has put its account with the Wm. H. Rankin Company, of Chicago, and has started on an advertising cam paign. be used. For the present newspapers will

Another account secured by the Rankin agency is the J. W. Butler Paper Company, Chicago, a new advertiser. Copy will be placed in trade and consumer mediums.

John Black Made Scribner Advertising Manager

John Black, who has been a member of the staff of the Brooklyn Eagle for five years, has been made director of advertising and publicity for the Charles Scribner's Sons' Publishing Company, New York, succeeding J. W. Rogers, New York, succeeding J. who is now in Europe.

Doremus Agency Has Chicago

Doremus & Company, of New York, have established a Chicago office under the management of George H. Sayder, who for a number of years has been engaged in agency work in Chicago.

Gilbert Clock Account with Collin Armstrong

The advertising account of the Wm. L. Gilbert Clock Company, Winsted, Conn., is now being handled by Collin Armstrong, Inc., New York.

Convention Programme of Business Papers

An innovation at the convention of The Associated Business Papers, Inc., to be held at the Hotel Astor, New York, October 20, 21 and 22, will be department sessions for editors, circu-lation men and publishers. At several of the sessions all departments will par-ticipate.

ticipate.

At the first session, on the morning of October 20, the president will make his annual address, Jesse H. Neal, executive secretary, will read his report and committees will be appointed. The theme for the joint session in the afternoon (which is also the general theme for the convention) will be "Business Paper Leadership, Its Responsibilities and Opportunities."

Subjects on the programme for the

Susiness Paper Leadersonp, its Responsibilities and Opportunities."

Subjects on the programme for the advertising session on the morning of October 21, include "Relations Committee Report and Discussion"; "Improving Sales Methods" (symposium subject); "Making Salesmen Instead of Copy Chasers"; "The Organization and Use of Research Departments"; "Educating Advertisers to Use Good Copy"; Telling the Story with Charts and Graphs"; "Taking Our Own Advertising Medicine"; "The Development of New Business" (symposium subject); "Developing S m a 11 Advertisers"; "Broadening the Needs or Merchandising Scope of the Field as a Precedent to New Advertising."

The programme for the editorial session is being prepared by the editors' committee.

committee.

The afternoon meeting for publishers has these subjects for discussion: "The Advantages of a Real Cest System"; "Methods of Meeting and Curbing Rising Cost"; "Zoning Subscription Rates to Correspond with Postal Rates"; "Convention But Correspond of the Correspond of the Correspond of the Correspondic Competition But Correspondic or Correspond with Postal Rates"; "Copperative Competition Between Competing Papers"; "Advantages of Standardization in Page Sizes, Rate Carda and in Payment and Discount Dates"; "Experiences and Views on Application of 90-Day Clause in Advertising Contracts"; "What Should Be the Relation of Subscription Prices to the Cost of Production"; "Policy which Should be Adopted Toward German and Other Foreign Advertising"; "How to Handle Conflicting Copyright and Patent Advertising"; "The Best Policy and Rates for Inserts"; "Should There be a Composition Allowance for Full-Page Plates"; "Holding Advertisers to One Free Copy for Checking Purposes." In the evening the annual banquet and reception will be held.

The concluding sessions will occur October 22.

October 22.

Yohe and Linley with Capper Farm Press

H. S. Yohe, formerly with the United States Department of Agriculture and more recently director of the "Ship by Truck" Bureau, of the Firestone Tire and Rubber Company, and Robert W. Linley, formerly manager for the Potts-Turnbull Advertising Company, at Omaha, have joined The Capper Farm Press organization. Press organization.

1920 of

Inc., New I be ircuveral

parning nake export

be Re-

of mit-

ov-

of ind duy",

tisof t);

he is es ondis ; a se e h n

Keep Step with a Growing Market

¶ In the past 10 years the population of Baltimore has grown from 558,485 to 733,826 inhabitants—a gain of 31.4 per cent. She is both a great manufacturing center and a great seaport.

¶ The Sunpapers have kept pace with this growth. Through their home delivered circulation you can cover this prosperous field effectively and economically.

¶ The success of your product in the great Baltimore market demands SUN advertising and SUN co-operation because

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD Times Bldg., New York GUY S. OSBORN Tribune Bldg., Chicago

2228,

1866

Here are the Automobiles Farm Life Subscribers Drive!

nw0	2000 100 200 200 200 200 200 200 200 200
Total	200 200 200 200 200 200 200 200 200 200
Misc.	0-04-00-00-00-00-00-00-00-00-00-00-00-00
No Brand	6 . M
Cadillac	
Hupmobile	- 10 T - 10 HOI
Reo	H HENN ' H NH MAH
Faxon	(No. 10) (No. 10) (No. 10) (No. 10) (No. 10)
Marmon	
Packard	
nosbuH	
Mitchell	
ogiad	The state of the s
bealdaO	
Bulck	
Dort	
Maxwell	
Dodge	
Chevrolet	2 .4-0
Studebaker	· 제 · 제 · · · · · · · · · · · · · · · ·
Overland	
Pord	201111000000000000000000000000000000000
Bopline	100 100 100 100 100 100 100 100 100 100
STATE	storias storia

775	20	101	23	73	90	100		2,841
	83	18	2.0	42	18	7.6		2,925
T	-64	*		60 0	100			232
	-00	80	::	Po I	14 0	-		76
-		e4 :		-				13
ł	ot .			****				19
1		::		Ca				80
1	:::			-				16
1		::		000	:			3
1		::	::	***	:	:	:	68
ł	-9896	- 100		:				17
ł	-04	::	::	***		-		16
ł	11:	::	::	***	:			14
ł	98.9%	::			:			87
ŧ		04	::	04		101		173
ı		- 04				-		22
ł	atpi	- 00		*	:	•		98
ł		+10	100	=	:	- 00		130
ŧ	0.4		- (00)					198
ł	(Bret	:00	-	09		. 4	-	96
ŧ		-0						228
ł	12	250	N W	98	100	2	29	1,505
0.0	000	243	323	200	100	134	13	3,115
	::	::	::			: :		:
and.	rolline rote				infe		***********	************
bode la	outh Da	ennemee	Vermont	brinia.	Year Vine	/seconsin	Noming.	Total.

"HIS table shows both the number and the makes of the automo-biles driven by the more than six thousand Farm Life readers distributed through every State in the Union who answered a recent duestionnaire.

a study of the makes owned will show a due proportion of the heavier, more expensive car. The list analyses in fact just about as the registration fits of a typical State would analyse. If fact just about as the registration fits of a typical State would analyse. He's readers own care the test shows that are least half of Farm Life's readers own care the country over, and that in some states much more than half. In Half the cars owned are of other than the most widely known and Half it he cars owned are of other than the most widely known and Among that six thousand 2,841 own one or more automobiles. And

least expensive make.

CHICAGO

NEW YORK

the Farm Life subscription list-proves that Farm Life appeals to the Similar studies have been prepared on more than fifty different prod-This table shows beyond question the representative character of average prosperous farmer everywhere.

ucts—especially interesting because they show the standing of competitive makes and brands with Farm Life readers. Ask for the subjects that especially interest you.

Farm Life is as national as agriculture. It has the most evenly distributed circulation-and provides the most complete "cover" for the whole country. THE FARM LIFE PUBLISHING COMPANY

SAN FRANCISCO THE JOHN M. BRANHAM COMPANY, Advertising Representatives ATLANTA KANSAS CITY ST. LOUIS CLEVELAND DETROIT



Working the Corners

A CERTAIN manufacturer who sends out a vast amount of direct advertising to a large list of prospects calls it "working the corners."

Their business is not dependent on this form of advertising, but it keeps constantly adding new customers to their list, at a minimum expense.

The increasing interest in direct advertising throughout the country indicates a general belief in its great value as a business-getter.

The ability to produce really effective direct advertising is not common to all printing houses. Our wide experience will be helpful to you.

Charles Francis Press

461 Eighth Avenue New York City

Telephone, Longacre 2320

Hyatt Goes Afield to Bolster Tractor Salesmen

Works on Theory That Building the Industry on Substantial Foundation Will Help Sale of Roller Bearings

By G. A. Nichols

HE district manager of a THE district management from prominent concern selling tractors in a Southwestern city got worried because of the selling achievements of a rival organization in the same town.

His company was by far the better known of the two. It had attained a prestige built up by years of endeavor in the fields of manufacture, advertising and selling. Its tractor had the reputa-

tion of being the best.

The rival organization, on the other hand, was practically a newcomer. Its tractor had not proved itself. Of advertising good will it had but little. Yet it was selling almost as many tractors in that Southwestern territory as the bet-ter-known company. At the rate it was then going it soon would sell more.

The difference was in the sales-

The district manager-the man who was worried-was telling the story to a representative of the Hyatt Roller Bearing Company.

"My men are just as good as theirs," he said, "and perhaps even better. But they have been making the mistake of depending upon our company's prestige to bring sales. The other company has no such prestige. Therefore its salesmen know the only thing that can bring them sales is the hardest kind of work. They are working. It wouldn't be fair to say that my men are loafing, but they certainly are not working as hard as the others. Now the thing that bothers me is, how long will our prestige last in this district under present circumstances?"

The thought brought out by the district manager impressed the Hyatt representative as being of huge importance in this day, when so many good salesmen are using the easy-going methods that have brought them business so plentifully during the last three or four years. It is a fact that prestige even in the greatest of companies can be drawn upon by salesmen to an extent that can absolutely wear it out.

Enthusiastic sledge - h a m m e r salesmanship—when backed up by quality and price—is far and away better in the long run than advertising good will when that good will is obliged to bear more than its fair share of the selling burden.

The incident caused the Hyatt company to put out some special printed matter as part of a highvoltage campaign to increase the selling efficiency of all tractor

salesmen.

HELPS ITSELF BY HELPING OTHERS

Hyatt does not make or sell tractors. Its only interest in tractors, from a standpoint of business anyway, is to sell manufacturers the bearings that enter into the construction of the machines. But in helping tractor people with their selling problems Hyatt is helping itself directly and indi-rectly. In the first place, it thus tends to do away with a certain sort of prejudice that might have been manifested against it as a newcomer in the agricultural machinery field. It brings itself and its wares before the attention of tractor manufacturers in a forceful way. And then by helping in the sale of tractors it automatically increases the market for its goods.

The farm implement business, both in the matter of manufacturing and selling, has been filled with conservatism of the old rockribbed kind. Or perhaps a better way of expressing it would be to say that the business has been selfcontained. In both the making and selling ends it has been carried forward on plans and principles originated within implement

Along came Hyatt with a big record of achievement in the automobile field. It came to sell implement makers on the idea of introducing roller bearings into machines such as cultivators, manure spreaders and tractors. Naturally, eyebrows were lifted and some surprise was shown at the assurance of a mere accessory manufacturer who would try to introduce automobile principles into machinery for doing farm work.

The preliminary task in an advertising way was to build a groundwork upon which future sales could be made, paying not so much attention to the matter of immediate sales. The first objective was to induce manufacturers to put roller bearings in tractors. The Hyatt company had to identify itself in a forceful way with the tractor industry. It wanted to be regarded as a member of the family in good standing rather than as an interloper. It might have gone ahead indefinitely arguing as to the superior mechanical advantage that might be had from the use of roller bearings in tractors and have failed to get any-where. There might still have ex-isted a barrier over which the selling effort could not climb.

The remarks made by the tractor sales manager already quoted and observations in other directions showed the company that it might do something constructive for the upbuilding of the tractor business and at the same time do some good advertising for itself if it could increase the efficiency of tractor salesmen in general. Ac-cordingly the main force of the company's little bulletin, called "The Tractor Tract," was directed at salesmen. It was sent direct to all tractor salesmen with whom the company could get in touch, also to executives in the various companies and to retail implement dealers. This was done without regard to whether the tractor company was using roller bearings in its machines or had even expressed an interest in them.

To make the issues of "The Tractor Tract" constructively helpful the company sent out trained investigators among retailers, farmers and others. The idea was to gain salient facts upon which to base helps that would actually help.

BECOMES A TRACTOR AUTHORITY

This study was so forcefully made that the company to-day is really first-hand authority on all matters relating to the use and up-keep of tractors. The company officials do not make this claim for themselves. But the honor is given them by others. As such it has attained an advertising asset too valuable to be measured in terms of ordinary money.

I have ascertained through talking to jobbers and retailers in the implement field—although for obvious reasons I could find no tractor manufacturers who would admit it—that the country's foremost authorities on tractors in general are the Goodyear Tire & Rubber Company and the Hyatt Roller Bearing Company.

These two companies, although only makers of accessories used in tractors, have studied them from the standpoint of the seller and the user to such an extent that they can give absolutely reliable, as well as disinterested, advice and information.

"The Tractor Tract," said H. G. Weaver, of the Hyatt company, "is published under the conviction that the company owes some constructive contribution to the industry of which it is a part."

This states the situation exactly—plus the strong advertising the company gets from it.

Through this medium Hyatt sends out all kinds of constructive suggestions to tractor salesmen in general. The experience of the sales manager spoken of at the beginning of this article formed the basis for a forceful presentation of the folly of trusting to a firm's reputation as a means of making sales rather than doing the hardest kind of work.

"The easiest way in the world to lose a concern's prestige," sales-

THOSE features which

other media stress as

embodying advertising

strength are freely ac-

corded Theatre Pro-

After a form of adver-

tising has shown quality

circulation in tremendous

volume, what remains to

Over a million and a half a month concentrated on the best people in New York-The largest volume of

class circulation in the world.

be proven?

grams in New York.

'The

Y ully is all upany for ren as

khe bcdst al

ms

nelpined ers, was hich ally

1920

00

406 Tower Bldg.

CHICAGO

Little Bldg.

New York Theatre Program Corporation Formerly Frank V. Strauss & Co. 108-110-112-114 WOOSTER ST. NEW YORK BOSTON

SAN FRANCISCO

Crocker Bldg.

men in general were told. "is to keep talking about it and trying to use it as a substitute for hard work. Some salesmen just naturally lie down on the job, trusting to the reputation of their manufacturer and product to get the business for them, whereas other salesmen, representing probably inferior tractors, go out and get the business. Tractor manufacturers want men who will reflect credit on their names rather than men who fold their arms, stick out their chests and bask in the reflected glory of the people they are working for. Prestige is a result of hard work-not a substitute for it."

This sort of propaganda is not all displeasing to tractor manufacturers, as might be imagined. Its helpfulness to the industry as a whole cannot be doubted. Neither can its advertising value to the company putting it out.

While the main theme of the bearing company's efforts along this line is tractor salesmanship, it digresses occasionally to take up other matters of first-hand importance. Its latest work is a presentation to the tractor trade of some new thoughts relative to the problem of the boy and the farm.

In this, Hyatt is supplementing the publicity efforts in behalf of adequate farm help put out by the International Harvester Company and other tractor manufacturing PRINTERS' INK has alconcerns. ready told how the International Harvester Company has put on an advertising campaign designed to make people think coolly on this subject rather than jump hysterically at half-formed conclusions -and of how proper equipment of the farm, with proper labor-saving machinery, would increase its productiveness with a minimum expenditure of man power.

The Hyatt company, cordially indorsing this view of the Harvester company, brings forward the interesting suggestion that one big reason why boys leave the farm is that the farm is not properly press-agented and that the zitv is.

"We are trying," said Mr.

Weaver, "through our printed messages to tractor manufacturers and salesmen, to start a move for the general boosting of farm life. The trouble with the whole movement of keeping the boy on the farm, as we see it, is that he is busy with all sorts of reasons, good, bad and indifferent, why he should stay there. The deplorable situation of the farmer without sufficient help, and the great need of the country for food products—these are some of the arguments used upon him. No intelligent effort is made to sell the boy on staying on the farm.

"On the contrary, almost as soon as he learns to read he gets hold of all kinds of reading-matter dealing with the glamor of life in the city—of the fortunes to be gained and of the wonderful things that can be done in business by the farmer boy. Boys' books, good and proper reading though they may be, do a lot toward making the boy restless under the placid, even tenor of things on the farm. What he needs is plenty of literature of the other kind. Some way or other, writers have overlooked this feature."

have overlooked this feature."
Hyatt's trained investigators spoken of above bring in a mass of data relative to farm problems which makes interesting and instructive reading for many diverse elements. Reports embodying the salient features of these investigations are written up in the form of articles. Copies are sent to the publications naturally interested. There is not the slightest effort made to put anything over or to sell the fact that the matter was supplied by the Hyatt Roller Bearing Company. fact, the name of the company is not mentioned in most of the productions.

Advertising certainly is a manysided force. It has advanced far. Yet almost every day we learn of new methods of applying it.

Miss M. G. Hoagland Joins Fitzwater Studio

Miss M. G. Hoagland, recently with the Gornay Agency, New York, is now with the Fitzwater Studio of that city. , 1020

rinted

acturmove farm whole at he sons,

ly he lora-

withgreat rodrgutelli-

boy soon hold tter e in be rful

usioys'

ing tounngs

her ers

ors

155

ms in-

li-V-

se in

re

ly tg e tt

n

Get The Facts! About the LOUISIAN ISSISSIPPI MARKET

XTENSION

as viewed by

The Erickson Company—

"I want to congratulate you on the completeness of the report which you have given me. While I do not think we need to be 'sold' on the value of the 'Item' in its field. certainly the co-operation you have extended has been most valuable. and it cannot help but boost you in our opinion."

"In New Orleans-It's The Item."

JAMES M. THOMSON

National Advertising Representatives

A. G. NEWMYER

OMAJOHN BUDD COMPANY

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atla

Oct

How many non-corporate concerns make \$5,000? 140,866

(The total number of incomes over \$5,000 given in the latest Government report is 432,662. The report of the previous year analysed occupations closely. It indicates that 32.588% of those incomes represent ownership in unincorporated business. Accordingly, the same percentage of 432,662, or 140,866, is the approximate number of unincorporated businesses making over \$5,000).

SISTEM

The Magazine of Business



OME people think that there are many more big businesses than there really are. It is easy to mistake big buying power for big numbers in the

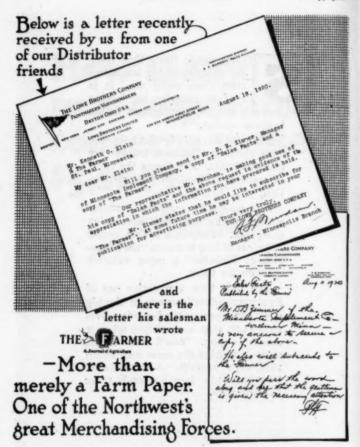
business market.

But most advertisers who know the facts about the business market are using SYSTEM. They know the value of reaching its business-man circulation, past 200,000.

And now they comment continually upon SYSTEM'S own advertising campaign. They are telling actual instances of how it makes "the Magazine of Business" a more valuable medium for them.

The next time you notice one of SYSTEM'S advertisements in the big city newspapers or the Saturday Evening Post, stop and analyze what it means to you. You'll want to be sure of reaching the same men whom that copy reaches. Advertisers in SYSTEM know how to reach these business men.

rapidly covering the whole business market



When you plan your next advertising campaign, there are some brand new developments in the farm field worthy of your attention.

Several of them are exclusive features of the service rendered to advertisers, distributors, dealers and farmers of the Northwest by The Farmer.

Drop us a line for full particulars.



A Journal of Agriculture
Webb Publishing Co., Publishers, St. Paul, Minn.
Members Audit Bureau of Circulations

The Kind of Labor That Makes Armco

Mutual Interest Works in American Rolling Mill Co.

By George M. Verity

President, American Rolling Mill Co.

IN the early days of the steel in-dustry in the United States and leading up to some twenty-five years ago, there seemed to be an almost universal spirit of suspicion and distrust existing between the workers and mill owners. Young men grew up in the belief that the employer could not be trusted and that any holding out of the olive branch was simply camouflage for selfishness or treachery of some kind or other.

It was the policy of the mill owner (there were more indi-vidual owners who were operators in those days than now) to hire and fire as he chose and to look on the worker generally as unreliable and untrustworthy. Cooperation in industry, had not as

yet been born.

That condition existed to a greater or less degree when The American Rolling Mill Company of Middletown, Ohio, began the construction of its works in the spring of 1900. Actual production was begun in the spring of 1901 with a force of some four hundred men composed of both skilled and unskilled men of the various kinds needed in the several departments of the business as then organized.

From the very beginning, the management was impressed with the idea that real permanent success could only be attained through the hearty co-operation of all those composing the company's working organization, that the development of the human element was the key to stability and progress. They believed that such co-operation could be secured

through:

First: the adoption and the announcement of a "square deal policy," born of real mutual interest and of a desire to be fair, frank and considerate each of the needs and wishes of the other.

Second: through winning the good will and confidence of our men by consistent support of every policy announced.

Third: through visualizing to our organization from month to month the value and soundness

of our policies.

Fourth: through the realization of the fact that a management must make good to its men just as the men must, individually and collectively, make good to their

Those policies were patiently and consistently supported for a period of five years before we felt that we were entitled to any verdict from our men. At the end of that period we had substantial evidence of appreciation of the policies inaugurated, which gave us courage to make a still greater effort to win the entire confidence of our organization.

SATISFACTORY PROGRESS IN THE EARLY DAYS

An advisory committee was appointed by the men in our sheet mill department, which at that time comprised our largest group of workers. Any agreements or suggestions on the part of the men or the management were put up to them for discussion and consideration. They handled all matters that came before them with such impartiality and fairness that a still closer relation was established between the men and the management.

At the end of the first ten years the company found it necessary to double the capacity of their works and, in so doing, a change from small-mill practice to modern bigmill practice had to be made. This brought in a large influx of new men from all over the country, men

Reprinted by permission from the Scientific American.

00

fre

who were not familiar with our policies and methods of operation. The old organization suddenly became a small part of the new and so it was necessary for us to begin all over again.

While we felt that we had in a very large degree earned the confidence, the good will, and the support of our first group of men, their very belief in the company was for a time a handicap rather than a help, as the new men felt that they must have been unduly influenced in some manner or other. This new situation, therefore, had to be handled more carefully and wisely than ever, as our common interests had become much larger. But a patient, per-sistent application of our ideas of "a square deal," together with the substantial return that came to the men from month to month and year to year through steady operation without friction or discord, soon had its effect.

As the new men came into the light, they began to see why the older men were friends of their company and a further lapse of time brought them to a fuller realization of the undisputable fact that the management and men have much in common and that by working together earnestly, diligently and efficiently more could be accomplished for all concerned than could possibly be secured under any plan of suspicion, discord, and contention.

PATRONAGE UNKNOWN

We endeavor to show our appreciation of the good will and the confidence given us by our working organization by expanding and developing our mutual interest policies whenever and wherever possible, through providing everything we could in the way of incentive, of opportunity for progress, and in the doing of anything and everything that we could that might make life and a place in our organization worth while. "Armco" fosters no welfare work in thought or in deed, for we do not believe in it.

We say to the members of our organization: "Give us your best, your most loyal and efficient service; give us continuous and uninterrupted operation; take that sort of an interest in your individual task as you would if the business were all your own, and in return we will give you the fairest and most generous treatment and the best compensation that the result of our common effort makes possible. We will do anything and everything we can to make life and a place in our organization worth while."

That is what we call "Mutual Interest Work"—a real fifty-fifty contribution with no place or need for anything that smacks of socalled "Welfare Work" or "Phi-

lanthropy."

It has always been our conviction that industrial stability is the product of that sort of human happiness and human efficiency that is born of a spirit of confidence and of mutual interest, which is in turn the result of much practical, whole-hearted cooperation brought about by an enlarged understanding of the basic principles underlying all of the problems of a particular business, and of what a real pull-together can do for all concerned.

Wherever human beings are brought together in a common undertaking, there is in the beginning so much of misunderstanding, such a lack of understanding that must be overcome before even a start toward the goal of stability or success can be made.

We believe in that sort of an understanding between associated groups of men that will incite the interest, the imagination, and the ambition of the individual, as that is the only way in which a real group spirit, plant spirit, or company spirit can be created and developed.

Without the influence of a real company spirit, born of mutual interest and understanding, no great accomplishment can be made or perpetuated.

Under our mutual interest policies, there has developed in our organization a strong, constructive, indestructible plant spirit which we term "Armoo Spirit" and which has gradually defined itself as follows: 7, 1920

unin-

at sort

return st and d the result

pos-

wic-

the man ency onfirest, of coenusic the

ess,

re

nnd-

ng

re

d

e

1

1

and life ation utual fifty need so-PhiSuch good results were obtained from the first campaign in Minneapelis for the California Almond Growers' Association, in which The Minneapolis Tribune was used exclusively with full-page copy, that Vanderhoof & Co., inc., of Ohicage, has selected The Tribune for the fall advertising, in which full-page copy will be used again.

Scott Smith, vice-president of Critchfield & Company, Chicago, and manager of the Minnespolis office, which handles all the Northwestern business of the company, has recently signed up a big campaign for Twin City Trucks, manufactured by the Minnespolis Steel & Machinery Company. Copy service and a convincing merchandising plan won out far Mr. Smith over the keenest of competition. The campaign is running in The Minnespolis Tribune in five- and six-column space.

Gordon Hats are being attractively advertised for fall business in The Minneapolis Tribune. This copy is placed by Corning, Inc., of St. Paul, in which city the hats are manufactured by Gordon & Ferguson, a fur and hat manufacturing and jobbing establishment that dates to the time of the Indians and is recognized now as one of the leading hat manufacturing institutions of the country.

The Phoenix Hermetic Company is carrying an attractive compaign in The Minneapolis Tribune, placed by the Kirtland Engel Co.

The Minneapolis Tribune is carrying a campaign for Pompeian clive oil, distributed by Musher & Co. Copy is being placed by the Dorland Agency.

Minneapolis has been chosen as the testing out ground in the Northwest for a number of California accounts, the advertising for which has been

carried in The Minneapolis Tribune. Repeat campaigns indicate that both the medium and the territory have responded liberally. The most recent account to try out The Tribune's trade field is the Bebe Company with its California wine grape juice. There is a good appeal in the copy being prepared and placed by the Emil Brisacher Company, of San Francisco.

The Minneapolis Tribune began the publication of its own Sunday edition rotogravure section Sept. 5, and is carrying eight pages of attractive pictures and advertisements in the beautiful sepia tone of the rotogravure. The Tribune is the only paper between Chicago and the Pacific Coast preparing a roto section in its ewn office and printing it on its own retogravure press. The Goodrich Tire Company had full-page ads in the first two issues, placed by the Wm. H. Rankin Company.

The Andrew Jergens Company is continuing to popularize Weedbury's soap in the Northwest with advertising in The Minnespolis Tribune. The J. Walter Thompson Company is placing the advertising. The Tribune is also in receipt of the Pond's Extract campaign from the J. Walter Thompson Company. Both these toilet requisites are in good demand in Minneapelis and throughout the city's trade territory, in which The Tribune has 116,427 daily and 130,904 on Sunday.

Beautifully illustrated and at the same time carrying a strong selling argument, the Palmolive Company's copy is continuing to charm readers of The Minneapolis Tribune. This attractive campaign is placed by Lord & Thomas.

Albert Frank & Co. has sent The Minneapolis Tribune a nice contract for Counselman & Co.

Member A. B. C.

FIRST in its City

FIRST in its State

FIRST in its Federal Reserve District

The Minneapolis Tribune

Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier



Oct. 7

"This spirit is a comprehensive, vital force which finds expression in the practical application of policies builded on a platform of Christian principles, in which sel-

fish purpose has no place. "This spirit combines in proper proportion a spirit of fairness, a square deal always, both in theory and practice; a big, broad view of every problem, cutting out all narrowness and littleness; a spirit of unselfishness, of loyalty, of courtesy to and consideration for the other fellow.

"This spirit is, in fact, simply an exemplification of the highest standard of real American citizenship.

The securing of a condition of mutual confidence between men and management is in our opinion the only way to create such a permanent satisfactory relation as will make for real stability and

permanent prosperity. The old policy of suspicion and the attempt by each side to get what it wanted by barter and long-drawn-out and ofttimes impossible agreements, or through force born of temporary strength of position, has proven a miserable failure for all concerned. The route "to a condition of mutual confidence" is a long one full of weary days and nights and of the need of much of human sympathy and understanding, of great patience, of much perseverance, and of absolute devotion to all policies born of principle.

It is a long and hard route, but it has an ultimate destination in industrial peace and prosperity.

W. S. McGrane with Simmons-Boardman Co.

Walter S. McGrane, formerly in the copy service department of the McGraw-Hill Co., Inc., New York, has joined the service department of the Material Handling Cyclopedia, published by Simmon-Boardman Publishing Co., New

H. A. Slammin Joins New York "American"

Henry A. Slammin has joined the advertising staff of the New York American, and will work on national advertising. Mr. Slammin was recently with The Nation, New York.

Cane Growers Start Advertising Fund

An organization of cane growers and those interested in that industry was formed at a meeting held on September 22, at Cairo, Ga. The organization will be known as The Georgia-Florida Cane

be known as The Georgia-Florida Cane Growers' Association.

During the course of the meeting fully five hundred growers of cane signed a membership blank as follows:

"I hereby join the Georgia-Florida Cane Growers' Association, and agree to hold my 1920 crop of syrup from the market until one dollar per gallon for A1 grade can be secured, and in case of change in price by the cane growers' association I agree to hold my syrup until such price can be secured.

"I further agree to contribute one cent per gallon of my 1920 crop of syrup toward an advertising fund to be used by the association for benefit of members of this association, said one cent per gallon to be deducted from the proceeds of my syrup as it is marketed."

Walter Dill Scott, President, Northwestern University

Walter Dill Scott, a member of the faculty of Northwestern University, has been elected president of Northwestern University of Chicago and Evanston.

University of Chicago and Evanston. Professor Scott is the author of "Science of Advertising," "Theory of Advertising and "Influence of Men."
In 1916-17 he was director of the Burcau of Personnel Research, Carnegie Institute of Technology, Pittsburgh.
During the war, Professor Scott was head of the committee of personnel in the army.

the army.

New Account with J. Roland Kay Co.

The domestic department of J. Ro-land Kay Co., Chicago, is now hand-ling the accounts of Knickerbocker Case ong the accounts of Knickerbocker Case Co., Chicago, salesmen's sample cases; Sauerman Bros., Co., Chicago, dragline excavators; J. D. Wallace & Co., Chicago, portable bench machines; and Clyde B. Tyrell, Oshkosh, Wis., game and fish preserve development. Trade paper advertising is scheduled for these

Knickerbocker Mfg. Co. Account with Joerns Agency

The Arnold Joerns Co., Inc., Chicago advertising agency, is now handling the account of the Knickerbocker Manufacturing Co., of that city, maker of the "Knickerbocker" abover bath brush. Newspapers and national mediums will be used.

A. C. Johnson Joins "Popular Science Monthly"

A. C. Johnson, formerly with the Acme Motor Truck Company, has joined the Chicago advertising staff of Popular Science Monthly.

1920

and was mber will Cane eting cane s: rids gree

in ane

of be of



Representing Experience and Results Secured

TRUTH Productions are prepared and executed by men and women of long experience. Harry Levey has associated with him those individuals who are largely responsible for the development of Industrial-Educational Films as a medium for the accomplishment of Business Results.

This personnel has established not only the *Theory* but the *Practice* of this work—and their productions have secured gratifying returns for a large number of prominent American organizations.

The Truth Production seal, therefore, represents a most valuable experience and a record of results secured. Complete information regarding the ramified uses of this medium, and details of its possibilities in connection with your problems, will be forwarded on request.

HARRY LEVEY SERVICE CORPORATION

Producers and Distributors of Industrial Educational Films

Offices and Studios: 230-232 West 38th Street



The Only Practical Publication Devoted to the Development and Refinement of Grinding Practice in All Industries Beginning with the October number, Abrasive Industry will have a nation-wide distribution of 10,000 copies. It will go to men in shops using grinding and polishing equipment; it will go to executives,—men who purchase or influence the purchase of supplies and equipment,—in most cases Abrasive Industry will go to the homes of these men. This concentrated distribution affords an advertising opportunity of unusual merit.

Abrasive Industry offers manufacturers desiring to reach these fields a medium with intensive editorial appeal and without waste circulation.

Fifty of the country's leading manufacturers of grinding machines, grinding wheels and supplies arranged for representation on a yearly basis before the first number went to press.

Advertising forms close thirty days prior to date of issue.



These 28 States

shown above in black, constitute the richest of all markets. They contain more than half the nation's farms and of its

Dairy Cattle - - - 67%
Dairy Products - - 74%
Hogs - - - - 66%
Poultry - - - 71%

Between 60% and 70% of all improved land in the United States is in this territory, its average farm containing 90 acres of improved land compared to 54 as the mean for the whole country.

Fully 86% of FARM AND HOME'S circulation of 650,000 is concentrated in these 28 states—"The FARM AND HOME Market Basket."

Let us help you to largely increase your sales in this rich region.

Consult your advertising agent or write today to

FARM-HOME

The National Monthly Magazine of Rural Life



PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago

New York

Letter t

THE has ter on a head. the rea purpose vertising be committed in the commi

letter:

Editor
Same in the getting devoted lines, of Its rate, which has no of Florusually telliger of wire.

the nareal esively, legitim Workind ethe appublic page thousa sands.

If '

of the

azine
part
foundo r
they
pape
be q
bigge
to
amo

it lo may just noth simp

port mas

Can Propaganda Take the Place of Advertising?

Letter to PRINTERS' INK Brings Up an Important Question-The Publisher Should Not Encroach upon a Field That Is Not Justly His

'HE editor of PRINTERS' INK has received the following letter on a real estate dealer's letterhead. So many people confuse the real ethics of advertising, its purpose, its field. To many, advertising is not a thing which may be computed in dollars and cents. It may be given away, or bartered or exchanged. But here is the

Editor of PRINTERS' INK:

Some of us down here, experienced is the newspaper business, contemplate getting out a high-class monthly magazine

getting out a high-class monthly magazine devoted to the upbuilding, along the best lines, of the southern section of Florida. Its circulation, at the start at any rate, will not probably be very large, but should be of the best class, including not only the permanent population of Florida towns and country, who are usually above the average plane in intelligence, etc., but also a large number of winter residents, comprising many of the prominent men of all sections of the nation. The magazine will not be real estate or fruit or anything exclusively, but will help to develop along all legitimate lines.

svely, but will help to develop along all legitimate lines.

Would appreciate it if you will be kind enough to indicate just about what the advertising rates should be on a publication of this class; how much per page and inch on a basis of the first thousand copies, also succeeding thousand.

If the real objective of the magazine is to "advertise the southern part of Florida," then the very foundation is unethical. People do not buy publications because they have an axe to grind. Newspapers and magazines can never be quite sectional. They must be bigger and broader than this ever secure a circulation amounts to anything.

The moment a magazine becomes "propaganda," that moment it loses caste. That the objective may be fine and big and fair and just and worthy in every way has nothing to do with it. People simply will not support, to any important degree, a publication in masquerade.

There is a sharp line of demarca-

tion between the publishing business and the advertising business. When advertising appears in the advertising section, it is valid. When it is printed on reading matter pages, it is all wrong. The odd part of it is that even in localities where it is known that a magazine is printed to boost that territory, and does it, cleverly, interestingly, legitimately, the very people who make up the subscription list will not support the idea.

Time on time, we have seen it tried in the various Southern States. Georgia has had innumerable magazine ventures. The justice or validity of their purpose may not be questioned. But the reader became suspicious despite himself. Locally, he looked upon it as "bluff and puff." The visitor, interested in Georgia, never took it seriously. If you want to advertise a thing or a place then advertise. There is no substitute for the real article.

Every so often, down into Florida goes a broken-down printer or writer or shrewd publicity man, who must make his living while And the first thing he thinks of is to issue some sort of magazine or booklet, in which articles about Florida are interspersed with paid advertising about the state. It's the oldest known lazy-man's graft. Florida has about reached the saturation point in this.

THE CLIMATE DOES IT, PERHAPS

Then again, well-intentioned people seek to do the same thing. Florida has a wonderful way of thrilling people; making them want to talk about it, advertise it, and find some way of never leaving it. There is magic in the air.
But Florida deserves real ad-

vertising. California has found no less than a thousand separate campaign reasons to spend good money on legitimate, straight-

Oct. 7,

from-the-shoulder advertising at

so much per inch.

Every fown in Florida is the basis of a separate, paid advertising campaign. The natural resources of Florida are wonderfully advertisable. Just see what the Florida Citrus Exchange has accomplished in a short time! Florida potatoes are becoming a trade name. Florida pecans are favorably known. Florida farms and Florida hotels need no introduction. Florida is the steppingstone to that amazingly fertile pleasure-ground, Cuba. Florida need ask no favors. She is self-sustaining. California has blazed this trail.

HOW CALIFORNIA DOES IT

Every individual community in California squares with its advertising duty. In Sacramento, for instance, they raise an advertising and promotion fund of \$75,000, and not one cent of this is touched for current or salary expenses. This money is raised by subscription from the business people of the city, stores paying from \$5 to \$25 per month. Real estate men pay from \$10 to \$50 per month. Professional men in proportion to their business. Ho-tels pay from \$15 to \$75 per month. The eight banks in the city subscribed \$10,000. The dues of 1,700 members go to pay the current expenses of the Chamber of Commerce and the salaries of secretary and bureau managers.

In Los Angeles they have a regular advertising fund each year in addition to special funds. The Citrus Exchange has spent as much as \$250,000 per year advertising. San Diego thinks nothing of raising \$200,000 for advertising

and promotion.

PRINTERS' INK has no desire to question the motives of the Florida letter and its sponsor. It does feel, however, that there must be a clear line of demarcation. Is the proposed magazine an advertising scheme for this one section of Florida, or is it a legitimate publication which, by virtue of its worth to all readers, is to become a profitable advertising medium for others?

Those who would do Florida great good must seek legitime channels of publicity. There are no strings attached. They may fare forth, paid for, and prom of the fact. They must boast of the fact that they are advertising Subterfuge knows them not. But then many sections of Florida at doing just this, splendidly, and with the courage of fine convictions. Miami is doing it to a limited degree. By virtue of her sporting events, rapid progress and proximity to the frontiers of adventure she receives much gitimate free publicity. But her is an estimate of the amount espended in advertising Miami. is a report from the Miami Chanber of Commerce:

First-class publicity rep								
Expense for traveling							0	2,000
Magazine advertising								
Newspaper advertising		9				3		6,500
Booklets, folders		*	×		*			7,000

Thus the Chamber of Commerce pleads for at least \$25,000 in hard cash, for advertising purposes. But this isn't unusual for Florida. Her various Boards of Trade and Chambers of Commerce in many of the progressive cities and towns' not only believe in advertising, but pay for it

most liberally.

Take Sebring, as an example Five or six years ago it was barren ground, in the midst of seven wild lakes. There came a wealthy china manufacturer from the North, who, having found health in this district, built a city of his own, naming it after himself. A great hotel was built, miles of fine macadam road, business blocks—everything, in fact, including the most marvelous orange groves in the state. Sebring is not asking for free publicity. Next year it will conduct an extensive advertising campaign, although the marvel of its rapid growth would make it a natural bidder for "free notices."

One booklet, distributed free, cost approximately thirty cents per

copy to produce.

Magazines should not be started, so PRINTERS' INK believes, first and foremost, because they will boost a town or a person or a call

New

\$15

Tol

bra are

tob

pa

pu

M

· IV

legitimate There are They must and proud

t boast of dvertising not. But

lorida and idly, and

it to a

progress

ntiers of

But her

iami. I

ive.\$3,00

. 2,000 . 6,580

· 6,500 · 7,000

Com-\$25,000

ng pur-

ards of

for h

cample

it was

ame a

found a city him-

built

busi-

range ng is licity.

n ex-

rapid

free,

rted.

first

will

Comgressive believe

The Harlford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of the Hartford Times

YOU'VE heard of Connecticut broadleaf! Hartford County grows practically all of it. The Hartford County tobacco crop approxi-

mates 15,000 tons, the value of which exceeds \$15,000,000. The industry employs thousands of high grade, well paid agricultural men. Tobacco growers are invariably wealthy and employees prosperous. Many high grade brands of cigars, using Connecticut wrappers are manufactured in Hartford.

Hartford is the trading center of this rich tobacco growing area and is the buying mart for implements and supplies necessary to the industry.

National advertisers anxious to reach this particular buying force need use but one publication.

THE HARTFORD TIMES

National Representatives
KELLY-SMITH COMPANY

Marbridge Bldg., New York Lytton Bldg., Chicago

Oct.

or an article of merchandise. The magazine's main duty is one involving the reader, not the advertiser.

If Florida is to be sold to many peoples, everywhere, those interested in her must advertise her with the same shrewd business judgment that is the backbone of any or every successful advertising campaign. It must be done legitimately, scientifically.

Rather a very little advertising, at space rates, than a great deal, strutting around in peacock feathers that don't belong. The only advertising a magazine should do, in full justice to its readers, is the kind that's found in its own advertising pages.

Another Big Advertiser Increases Appropriation

IN the wake of the news that the Wm. Wrigley, Jr., Co. would increase its advertising appropriation for the coming year, there has come the news that the California Fruit Growers Exchange will also increase its appropriation. In giving the news of this decision the association said:

"By unanimous vote of the board of directors the assessment for advertising oranges was increased on August 25 from two and one-half cents to three and one-half cents a box, to take effect September 1. The lemon advertising assessment will remain at six cents a box during the coming year.

"During the fourteen years that the exchange has been advertising, the orange advertising assessment has never been increased. Costs, however, have increased rapidly, so that an assessment of four cents a box would have been required to provide as much advertising per car as was purchased four years ago for two and onehalf cents. While the assessment of three and one-half cents will not return the former purchasing power of the appropriation, it was felt that with the heavy crop which is anticipated for next year the appropriation will be relatively large. The assessment for advertising lemons was increased from four cents to six cents a box has year."

In discussing the need for a stronger appropriation, Don Francisco, advertising manager, stated that in 1915 a fund of \$300,000 would buy sixty pages in a certain woman's magazine, whereas to-day it will buy but only thirtyseven pages. He also showed how 10 per cent of the fund was now being spent in personal dealer service work. He said that Florida grapefruit growers are spending ten cents a box for advertising and that California fruit was outadvertised by both Florida and Porto Rico in certain Eastern markets. Competition from imi tation orange and lemon drinks has increased tremendously since prohibition, and there is more competition for attention in all advertising mediums than ever before. He pointed out that because of increased returns the orange appropriation during the last two years has averaged only fifty-eight one-hundredths of one per cent of the . f. o. b. returns, as compared with 1.11 per cest for the two years previous. He predicted that before many years the exchange would spend a million dollars a year in advertising and find it profitable. Sales Manager King stated that, barring climatic disaster, a bumper crop could be expected this year.

Chinese Buy American Safety Razors and Tooth Paste

Increased sales in China of certain imported articles, according to a Shanghai correspondent of Printes' INK, may be ascribed to the adverse decision of the Peace Conference in respect to the cession of Shantung Province to Japan. "Almost overnight," his said, "3,000,000 and more young Chinase women and men woke up to China's serious international position; they began agitating the boycott; they riticized their own weak and inefficient officials, and they suddenly became interested in foreign things. The effect has been noticeable in shoes, foreign clothing, hats, hosiery, cosmetics, safety razors, motor cars, almost in every line. I recently visited Tsing Hua College in Peking and I noticed a tube of "Celgate's" and an American tooth-brush is every room in the dormitory."

for advereased from a box last

eed for a
Don Franger, stated
of \$300,000
in a cerc, whereas
nly thirtynowed how
l was now
ealer servealer servat Florida
spending
rtising and

was outorida and Eastern rom imion drinks isly since is more n in all nan ever that beurns the ring the ged only s of one returns, per cent us. He ny years d a milvertising es Manring cli-

Safety

aste
f certain
to a

PAINTEN

PAINTEN

POINTEN

POINTEN

POINTEN

POINTEN

POINTEN

POINTEN

POINTEN

COIL

rush in

What Every Advertiser Wants:

A LARGE and alert audience, responsive to his advertising appeal that will insist on his goods—when convinced of their value—regardless of cheaper competition.

The New York American is the only New York newspaper that can definitely <u>prove</u> that it has such a following.

The action of its more than 300,000 readers in laying down three cents every morning for the New York American, when two cents would buy the Times, World, Herald or Tribune, shows their insistence on the newspaper they are sold on.

If you could hand-pick the 300,000 most hopeful prospects for your advertising campaign you could not improve on the daily circulation of the New York American.

better paper

00000

better printing

S. D. WARREN COMPANY

Boston, Mass.



Printing Papers

7, 1920

Let the SUNSHINE into Your CATALOG

BRIGHT, clear pictures of your goods help to sell them. You have often seen catalog pictures that made you say, "Why don't our photographs print like that?"

Have you some photographs of your merchandise in which the camera seems to have caught the spirit of the sunshine? Wouldn't you like to impart this sparkling quality to the illustrations in your catalog?

The way to better printing lies through Better Paper.

Warren's Standard Printing Papers are made and sold in order that catalogs and booklets shall be more attractive to read and more beautifully illustrated.



Warren's Paper Buyer's Guide and volumes of the Warren Service Library may be seen at public libraries in the large cities and at the offices of paper merchants who sell Warren's Standard Printing Papers.

The proper Warren Standard Printing Paper adds clearness to the impression from an engraving in the same manner that sunlight imparts contrast to a photographic plate.

The dozen grades of paper made by S. D. Warren Company are varied enough to meet every printing requirement. No matter what you desire to print, a Warren Standard Paper will help the printer to flood his work with the sunlight of good printing.

S. D. WARREN COMPANY Boston, Mass.



Printing Papers

To the tha age Con is

say of

any

hes

sati

beer

tain

hav

adv:

kno

whe

Pow

Wil

It a bu

fath

(wh

fath

trate

at \

push ly an

coun

tiser:

Roge

studi

very

polic

Peet

good: adver

we

Or

A



Paper means two entirely different things to these two men

THE business man thinks of paper in terms of books, catalogs, letterheads and increased sales. To him the paper has lost its identity in so much literature, a typewritten letter or a pretty picture. He sees the paper merely as a conveyance for the expression of pictorial or textual ideas.

The printer, on the other hand, is concerned with the mechanical possibilities of the paper—how it takes printing ink, how strong it is, how well it folds; and he wants to know all about the many other qualities that are unknown to, or overlooked by, the business man.

We hold every one of the papers of The Lindenmeyr Lines to the standard where it will answer every demand a printer should make upon a paper of its kind. Because of this, the printer's customer usually enthuses over the good work of his printer. Thus better paper satisfies the viewpoints of both the producer and the consumer of better printing.

Some of the well liked papers of The Lindenmeyr Lines are Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Brookdale Linen Bond, Tradesmens Linen Record, Princess Covers, and Pennmont English Finish Book. Printers who use these papers know that they encourage the kind of printing that wins their customers' praise.

16-18 Beekman Street New York, N. Y.

54-56 Clinton Street Newark, N. J.

58-60 Allyn Street Hartford, Conn. ESTABLISHED 1859

HENRY LINDENMEYR & SONS

32-34-36 BLEECKER STREET NEWYORKCIDY N.Y.

LINDENMEYR

t

3,

m

e,

er

OF ne

ıg to 'n

yr

of

pd

W-

er

es

rs,

en

k.

he

The Early Days of "Money Back"

Tried and Approved Half a Century Ago

By John O. Powers

IN a recent issue of PRINTERS' excellent use which the American Tobacco Company is making of the "money back" idea. I also note that Mr. Mower, advertising manager of the American Tobacco Company, states that an old idea is none the worse for being old.

One could go much further and say that a fundamental principle of business like "money back" is anybody's property and that no one ought to feel the slightest

hesitation in using it.

The return of money for unsatisfactory goods has presumably been a practice among decent people for a very long time—certainly as long as honorable people have engaged in trade.

As a policy of selling—as a means of creating confidence in advance—it began, so far as my knowledge goes—in about 1870 when my father, the late John E. Powers, offered to the public of the United Kingdom a loan of Wilcox & Gibbs sewing machines

for three months.

It was taken up in America as a business policy by John Wanamaker some years before my became his advertiser which was 1880). Although my father did not use the concen-trated expression "money back" at Wanamaker's, he nevertheless pushed the policy very aggressively and made it known to observant advertisers throughout the country.

One of these observant advertisers was Frank R. Chambers, of Rogers Peet & Company, who studied my father's advertising very closely and made use of the Therefore, when in 1891 went into the employ of Rogers Peet & Company I had no difficulty whatever in making the return of money for unsatisfactory goods a conspicuous part of the advertising. It was not, however, until 1893 that I hit upon the expression "money back if you want it" which we thereafter used three or four times a week-whenever we could bring it in. Mr. Chambers considers this one of the best things he has ever done, and incidentally I note that in a recent advertisement of the Rogers Peet Company "money back" (which



Wings of the morning! Begin your day with a really good cup of coffee.

Get the delightful fragrance.

-the smooth rich flavor.

-the invigoration and cheer. -the set-up for the day's work.

Get Schilling Coffee - one of the coffees packed in vacuum-sealed tinsthe only way to put the full fragrance, flavor, cheer and invigoration of good coffee into your cup.

Your money back if you want it.

Schilling Coffee

MONEY-BACK POLICY CONTINUES FOR TWENTY-FIVE YEARS

covers the return of money whether for defects in the clothing or otherwise) amounts to only \$.0073 out of a dollar.

In 1895 I applied "money back" to articles sold through the trade while I was with A. Schilling & Company, of San Francisco. We offered the consumer her money back on Schilling baking powder, tea, coffee, etc. She was to get the money from her grocer, and keep the article and use it up. The grocer got the money from A. Schilling & Company—the full retail price—and made his retail profit whether the goods were satisfactory or not.

Some abuse was expected—possibly there was some—but such is the decency of our American people that only occasionally did anyone ask for "money back." We tried in our advertising to get people to be more free about it but it made no difference. It is still a policy with A. Schilling & Com-

The most extreme use of "money back" I have ever heard of was made in about 1904 by R. M. Owen, then general sales manager and New York agent for the Reo motor car. He and I were doing the advertising. We were succeeding everywhere except in New York, where we couldn't get the people to take hold. One day Owen said to me, "You believe in 'money back,' don't you? I am going to 'money back' the Reo. I am going to offer anyone who can prove to my satisfaction that he knows how to run a car and is serious in his intention of buying one the privilege of trying the Reo for a month. At the end of the month he can have his money back if he wants it."

Much as I believe in "money back" and in the decency of the general public, I remonstrated with him, as I felt the opportunity and temptation for abuse were al-

together too great.

He said: "I'll take the responsibility; you write the advertisement"; which I did.

The Reo was immediately put on its feet and there was no abuse of this extremely liberal offer,

"Money back" may lose novelty through use, but it is gaining power and I am glad to see another great company taking it up. The proper function of "money back" is to make buying safe; to enable the buyer to separate the good from the bad. Some of the bad may use it in the same spirit

as they adopt the "livery of virtue" in other ways; but they will find that "money back" requires as much confidence back of it as any other guarantee, and I think they will drop it partly for this reason, and partly because they will not be willing to stand even the small loss that a "money back" guarantee brings to the seller of inferior goods.

Yes, I am glad to see important and responsible concerns taking up "money back." I hope this will decrease the reticence of the public in holding manufacturers to this guarantee. I hope they will avail themselves more freely of this privilege and therefore sharply draw the line between desirable and undesirable merchandise.

New England Advertising

Clubs to Meet

The first annual New England advertising conference will be held in Boston, October 21 and 22. The conference is held under the auspices of the New England Association of Advertising Clubs, which is a part of the Associated Advertising Clubs of the World. There are three advertising clubs in Boston, the Pilgrim Publicity Association, the Lantern Club and the Advertising Women's Club of Boston; others in Worcester, Springfield, Northampton and Brockton, Mass.; Portland, Me.; Providence, R. I.; Hartford and New Haven, Conn., with a total membership of approximately 1,400. The conference will be open to all advertising men and women who comply with the registration qualifications.

Among those invited to address the meeting are: Louis K. Liggett, president of the United Drug Company; E. J. Bliss, president of the Regal Shoe Company; Arthur Brisbane; S. R. Latshaw, of the Butterick Publishing Company; Professor Daniel Starch, of the faculty of Harvard University Graduate School of Business Administration; Charles H. Mackintosh, of La Salle Extension University; Ben Nash, and Charles Coolidge Parlin, of the Curtis Publishing Company.

On the evening of October 21 there will be a banquet, tendered by the Pilgrim Publicity Association and the Advertising Women's Club of Boston. Expected guests include the governors of the several states of New England, also the national officials of the Associated Advertising Clubs. The chief speaker will be Richard H. Lee, special counsel for the Associated Advertising Clubs.

The Journal, of Richmond, Va., has been acquired by the Times-Dispatch. The Sunday Journal will be discontinued and the evening edition continued as the Evening Dispatch-Journal.

of virney will requires of it as I think for this se they ad even "money

7, 1920

portant taking be this of the icturers be they freely erefore een deerchan-

d adver-Boston, rence is he New vertising

sing

There Boston, on, the ng Woin Woron and ProviHaven, of apnce will en and

stration

ress the resident; E. J. De Comatshaw, impany; faculty School cries H. Don Uni-Coolidge Com-

1 there
the Pilthe Adn. Exnors of
nd, also
sociated
ker will
usel for

a., has ispatch. disconn conournal. Thumb-Nail Sketches
of Washington, D. C.

Washington Surveys

THE Trade Aid Department of The Washington TIMES is at the service of advertisers and their agents in the making of surveys of local market conditions.

These surveys show the general demand for the kind of article in question and the relative standing of the best sellers in that particular line.

Recent surveys have included such articles as mattresses, cravats, toilet soaps, butter substitutes, tooth paste, etc.

There is no charge for this service.

The Washington Times

The National Capital's "Only 3c Newspaper"

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative G. LOGAN PAYNE Marquette Building Chicago, Illinois

00

Mailing Permit Regulations

When the Same Company Mails Literature Under Names of Different Departments, What the Permit Regulations Allow-New York Postmaster Interprets Postal Regulation

New York, Sept. 20, 1920.

Editor of PRINTERS' INK:

One of my customers would like to know what other advertisers do when mailing various kinds of advertising literature under a mailing permit in cases where different names and titles other than the company name appear

on the literature.

This company mails a magazine to members of a club which is run by the company; the company name does the company; the company name does not appear on the literature, but the club name does appear. It also mails trade bulletins to the trade on which the name of the company does not ap-pear, but which bear the name of its product, which is different from the company name and different from the company name and different from the club name. The post office authorities know that all this literature is from the same concern, but as the original permit was granted in the company name the postmaster objects to mail-

name the postmaster objects to mailing literature under any but that name.

Can you give me any information as
to what other advertisers do in a like
situation? Is it necessary to take out
a permit in each case, or do other postmasters accept the literature?

Any information you can furnish will
be greatly appreciated.

ELMER L. ALLEN.

PRINTERS' INK showed Mr. Allen's inquiry to the Postmaster at New York. We have received his reply as follows, which gives Mr. Allen the information that he asked for, and which may be suggestive to other readers having a problem similar to that of the company mentioned, Says the Postmaster:

"It is understood that the inquiry relates to permits issued according to the provisions of Section 459, Postal Laws and Regulations.

"Permits are issued to the persons or concerns whose mail is to be sent, and if the permit holder has several departments the literature of which bears the name of such department, it is regarded as mail of the permit holder and is accepted under his permit, the transactions being conducted in the name of the permit holder.

"In cases such as stated above or where a controlling organization desires to mail matter of subsidiary concerns the permit is is-sued in the name of the company or organization and all mailings accepted under the same permit number. If, however, a separate number is desired such permit is issued on request."-[Ed. PRINT-ERS' INK.

Dentistry Advertised as a Career of Service

The opportunities that modern dentistry, as a science and as a profession, offers a young man about to choose his life's work, are being set forth in new-paper advertising in Indianapolis by the Indiana Dental College.

This institution, in a half-page display advertisement, addressed its message to high-school graduates and their parents. The advertisement, in part, read:

read:
"After high school comes the problem of choosing a profession and a career. The future depends upon the career. The future depends upon the wisdom of your choice. The measure of success that can be yours, and the ultimate worth of the career you choose may well be judged by these three considerations: The opportunity to serve man-(1)

kind. "(2) The promise of the highest development for yourself.
"(3) The lasting success you can

achieve.

"Dentistry, as always, is concerned with (1) relief of pain, reconstruction and repair, but it finds in (2) prevention of disease and (3) conservation of health an even broader and deeper responsibility and opportunity. These are its three fields of service. The close relation that may write between the construction of the c relation that may exist between defec-tive teeth and apparently unrelated ills is better understood and appreciated today than ever before—and greater care therefore taken in diagnosis and treat-ment. Dentistry has thus become a valuable and increasingly important arm of the great science of preventive medicine. It conserves good health and may prevent ill-health through the elimination of one of its most important causes."

Samuel Dublirer Will Join Rauh & Mack Shirt Co.

Samuel Dublirer, for the last two Samuel Dublirer, for the last two years advertising and sales manager for the Bauman Clothing Corporation, New York, will become associated with the Rath & Mack Shirt Company, of Cincinnati, in the same capacity, on October 15. Prior to his connection with Bauman, Mr. Dublirer was with Cohen & Lang for four years, as advertising and sales manager. t. 7, 1920 e permit

ed above organizaof subit is iscompany mailings permit separate ermit is

PRINT-

as a

lern denrofession, hoose his in newslis by the

page disits mesand their in part,

the probn and a
upon the
measure
and the
eer you
by these

rve manghest de-

уон сая

oncerned
astruction
prevenpr

Join Co.

mportant

ast two
manager
coration,
ed with
cany, of
city, on
anection
as with
as ad-



I S there any subject of importance more in the national foreground than the American Merchant Marine?

Is there any single individual better qualified to discuss the matter than Admiral William S. Benson, chairman of the United States Shipping Board?

You will want to read "America Again Has a Merchant Marine" by Admiral Benson. It is one of a number of important features in the October 9th issue of

LESLIE'S

HALF A MILLION GUARANTEED

THE

FIRST

500,000

Oct

Till

bet

fari

har

gra ter

adi

Wi

Sot

dou

th

hou

ture

goe

pier

mal

the

buy

The

tho

farı

usi

The

are

wid by

TOE

Swap Goods With The South



Are your trade relations with the South one-sided? Do you deal with this prosperous agricultural section solely as a <u>buyer?</u> If so, it's time to also become a seller. Swap goods with the South!

In 1919 Southern farmers raised over six billion dollars worth of diversified crops—40% of the nation's total crop value. You manufacturers of the North, East and West paid your share of it, too—syrup for your pancakes, rice in your pudding, cotton in your clothes, tobacco for your pipe—it's a long list!

So the Southern farmer today finds himself with a healthy bank account, and a strong determination to live and farm more comfortably.

The needs of the Wealth-Belt create a wonderful trade opportunity for industrial America.

THE SOUTHERN FARM

SOUTHERN RURALIST Atlanta, Ga. SOUTHERN AGRICULTURIST Nashville, Tenn.

PROGRESSIVE FARMER Birmingham, Ala. Raleigh,

Memphis, Tenn.

FARMER Raleigh, N. C. Dallas, Texas



Oct. 7, 1920

with the ou deal icultural If so, a seller. ith!

s raised orth of the naou man-Cast and t, toorice in n your pipe-

today y bank erminae com-

buvers?

th-Belt opporca.

TURIST

Don't Overlook the Wealth Belt

Tillers of Southern soil want better farm machinery, improved farm buildings and equipment, hardware and tools of a higher grade. Trucks, tractors and better automobiles are in demand as adjuncts to successful farming. Wives and daughters of these Southern farmers wield a tremendous buying influence. they want more labor-saving household devices, better furniture, prettier clothes, music in their homes-in short, all that goes to make life easier and happier. How are manufacturers to make known their products to these millions of eager Southern

The most direct, money-saving, thorough way to reach Southern farm families, is by consistently using the Southern Farm Papers. These several publications are best known and most widely read and believed in. by Wealth-Belt people.



PAPERS' ASSOCIATION

SOUTHERN PLANTER Richmond, Va.

MODERN FARMING New Orleans, La.

SOUTHERN CULTIVATOR Atlanta, Ga.

FLORIDA GROWER Tampa, Fla.

Map shows combined circula-tion, by states, of farm papers comprising The Southern Farm Papers' Association.





bu

sit

get

par

not the of wh:

Fits ing or infered of the Ahave pure any that

can

Po

Moto.

Asso

Motion Picture Producer Uses Newspaper Gravure Supplement

Copy to Attract High-Class Readers Appears in the New York Evening Post



Confidence in the quality of any product is readily measurable by the sort of people sought as consumers.

sumers.

The "quality appeal" of fine

"movie" productions is evidenced by exclusive use of the Evening Post,—and the copy itself is well tuned to attract its high class of readers.

Time to Strive for Better Follow-Up

Inquiries Received as a Result of National Advertising Are Dying from Lack of Nourishment

By Homer J. Buckley

REMEMBER some years ago, when I was associated with Marshall Field & Company, in their advertising work, Mr. Field called together a group of the buyers and executive heads of the business one day in a meeting, and he laid down this axiom, which I have never forgotten. He said: "Buy in cold blood. Sell with enthusiasm."

7, 1920

aper

denced

vening

is well lass of

The last four or five years that axiom has been reversed in the We have been business world. selling in cold blood and buying with enthusiasm. Now, when that situation is getting back to normal again and you are able to sell with enthusiasm and buy in cold blood, you feel that a new situa-. tion confronts you. It is not a new situation at all. We are just getting back gradually to where we properly belong, only it has come so suddenly that it has given us a jolt, and we are kind of panicky, some of us, and we do not know how to act.

How can present conditions in the automotive industry affect any of your advertising plans, and what are these conditions? It is not what you think they are. It is what the public thinks they are, and what is the public viewpoint

at the present time?

First, the public is convinced in its own mind that prices are coming down. Now, whether they are or not, it does not make any difference. The public is convinced of that thing that prices are going to come down,

A great many of the public have the opinion that they can purchase most any kind of car at any distribution place at any price that they want to pay by simply paying down the cash. If they can deliver the cash, they can get the car at their price. The public also have the opinion that used cars are lower in price and more plentiful, and they are waiting a few months longer before buying. I know many men in my own circle of acquaintance who say: "I am just going to wait a little while. Prices will drop." They have the money. They do not need to ask for credit, but they are just going to wait a little while. They think prices are coming down.

So, one of the suggestions that I will make is: change your line of copy entirely. We should create a viewpoint on the part of the public that the automobile is not a luxury; that it is a necessity. a utility in our everyday life; that it supplies cheap transportation for us and it makes for economy in our everyday business life.

I think it was Douglas Merrick, the Chicago humorist, who said there were seven sinners in business. He named them as follows: the liar, the gossip, the grouch, the pessimist, the quitter, the loafer, and the fiend for work. The Western Union Telegraph Company, Douglas said, is re-sponsible for the liar. We used to be able to tell the truth in ten words, but since the coming of the night letter we are all lying. Gossip is the submarine of conversation. He defines the difference between pessimism and op-timism in this language:

An optimistic tourist was going through the rural district of Kansas and he came across a pessimistic farmer. He said to this farmer: "My dear man, what makes you look so blue?" The farmer said: "Why, the country is going to the damnation bowwows. We haven't had any rain down here for months. The fishes are wading in the dust of the river." That is pretty dry. He said: "My banker is dunning me for the interest on the mortgage

Portion of an address before the Advertising Managers' Council of the Motor and Accessory Manufacturers Association.

00

de

on the farm and the principal is due and I don't know what to do." The optimist turned around and he said: "My friend, look at the East. The sky is full of clouds. You are going to have a good old-fashioned rainstorm." The farmer turned around and looked for a few minutes and he said: "Oh, those are the empties coming back from Ohio."

There is absolutely no occasion for pessimism in the automobile or automotive or accessory business, provided they meet the situation. They must avail themselves of the opportunity that is

before them,

The first thing they need in their national effort, their newspaper effort, their trade-paper effort, and particularly in direct-mail copy, is an absolutely clean-cut change, bringing it down to the necessity of the automobile industry, to the great economic condition of our country to-day.

If I were asked to put my finger on the weak spot in every one of your businesses to-day I would say in your advertising follow-up, the bigger the manufacturer, the bigger the institution you are, the greater the weakness. Now, that is a strange statement.

A few years ago I was in the Association of Commerce in Chicago and we had a round table of advertising. A number of us all sat down seriously one day to discuss the different weaknesses of advertising, and we had E. G. Weir, of Dowagiac, Michigan, as our guest. He made this state-ment: "One of the most serious weak spots in the advertising offices of the country to-day is in the methods of handling the follow-up. I propose here and now that each one of us sit down and answer an advertisement in one of the national magazines." sat down and each one in the group answered a separate advertisement on a postal card, asking a specific question which had relation to the advertisement or the copy that appeared in it, and we noted the replies. Those postal cards twenty-one were mailed at the same hour to

twenty-one different national advertisers. Some of those national advertisers are represented in this meeting to-day, and only one out of the twenty-one answered that inquiry within five days' time, and that was the Studebaker Corpora-tion, of South Bend. They answered not only the specific question that was asked, but came along with the intelligent information supplementing the question. They tried to read into the inquirer's mind to find out what he wanted and they handled the inquiry in an intelligent way. Seven of them took ten days to answer the inquiry and then sent back a general letter saying, "We are sending our catalogue to you under separate cover." The balance never answered them at all.

Those inquiries were costing them anywhere from five to fifty dollars. Direct-mail advertising is not a method or a form of advertising for the shirker. It is a job for the worker. Direct advertising means intelligent handling of the entire plan, including follow-up, studying each individual requirement. That is what direct-mail

advertising means.

Some of us advertising men are carried off our feet by the theatrical effect of the great big display. The representatives of some of the magazines would have a more cordial reception in your office if you only followed up your inquiries intelligently. Why do you say to them: "Yes, we' get inquiries from the publication, but we do not get any results out of them. They are poor inquiries." Why are they poor inquiries? They are poor inquiries because you do not know how to turn them into cash sales.

Only recently in our own business we had occasion to buy a motor truck, and we sent out an inquiry to about a dozen different motor truck concerns. Only one concern of the dozen or more answered our inquiry in a way that showed that they used intelligence in their follow-up. That was the White Company. In two cases the representative in the local field preceded any literature at all,

141

Dependable! Uniform -

Following is a statement of The Kansas City Star's daily circulation during September. Note the day-to-day uniformity -unaffected by rain, weather or holiday. Carrier circulation is dependable circulation every day of the year.

Date	Morning	Evening	Sunday
1—Cloudy	209,008	213,935	
2—Rain	209,282	213,560	
3-Rain	209,421	213,808	
4—Rain	209,283	212,810	
5-Rain	,		212,843
6—Cloudy	207,341	213,418	
(Labor Day)	*		
7—Rain	208,247	212,564	
8—Rain	209,132	213,113	
9—Clear	209,461	213,234	
10—Rain	209,725	213,496	
11—Cloudy	209,961	213,236	
12—Cloudy	,		213,561
13—Rain	209,605	213,096	
14—Clear	209,656	214,182	
15—Clear	210,024	213,781	
16—Clear	209,853	216,210	
17—Clear	210,135	214,702	
18—Clear	210,362	213,704	
19—Clear			213,933
20—Clear	210,510	214,440	
21—Clear	210,826	215,445	
22—Rain	210,921	214,159	
23—Rain	210,941	214,704	
24—Clear	210,988	214,773	
25—Clear	211,018	214,218	
26—Cloudy			214,656
27—Clear	211,027	214,787	
28—Clear	211,165	214,860	
29—Clear	211,300	215,134	
30—Clear	211,301	215,525	2

THE KANSAS CITY STAR

Average Net Paid Circulation during September: Morning Evening Sunday

210,019 214,111 213,748

Chicago Office New York Office 1418 Century Bldg. 2 Rector St.

onal adnational in this one out red that me, and Corporahey anfic quesit came nforma-

question. the in-

what he the in-. Seven answer back a We are ou under balance all.

to fifty tising is f adveris a job vertising g of the llow-up. requireect-mail men are

costing

theatridisplay. ne of the a more office if our indo you get intion, but s out of quiries." quiries? because ern them

wn busibuy a t out an different one one nore anway that elligence was the o cases

ne local re at all, but he did not know what questions we had asked. He had merely got a letter informing him that they had an inquiry from Buckley & Dement to the effect that they were interested in a motor truck. Both of these men came in without any notion of what our requirements were and they were not prepared to give us any facts and figures.

Another thing, the dealers of the country are hungry for something, absolutely hungry. If you go in to the average dealer anywhere and ask him what co-operation he is getting from his home office, what do you suppose his

answer is?

I say, get down to bed-rock and you will not have to be cutting out national copy. On the contrary, you will be making -your national copy more valuable. The dealers are absolutely hungry

for it.

If you are going to plan a direct-mail advertising campaign at any time, give just as serious attention to that as you would in having the artist make that correction in your art work. say: "That background does not look so nice." You will set that up and call your entire force into your office and you will labor for an hour. You will have the artist change that line there and that angle there; you will pay three hundred dollars for that drawing and you will labor for hours and hours with your color plates. You will be exceedingly careful about its preparation, and then you will turn the whole thing over to your office boy for distribution. Get down to the plan on it. Have a system and follow it. Have a reason for it going out and be sure that your audience is the right kind. You would not want to prepare an address to be delivered to an intelligent literary audience and then go in and find that you have an audience of me-Your speech would not go over. Not at all. And so it is with the direct-mail. You must study your list; classify it; reclassify it, and sub-classify it. During my connection with

Marshall Field & Co. 85 per cent of their appropriation went into general publicity, and to-day 52 per cent goes into direct-mail They have 175,000 charge work. customers on their list and they have these charge customers classified in 152 different ways; they have a separate list to fit each particular class. If they have a special on heavy underwear or heavy shoes, which artigles appeal especially to men who are outdoors in inclement weather. such as policemen, they have a list of those to whom such articles would appeal. They never shoot out stuff indiscriminately, For instance, if they have a line of fine lingerie, they have the "Gold Coast" list of it. If they have a line that appeals to a certain line of working girls, they have a list of the school teachers, the stenographers and the typists, and so forth. They have their lists all correctly subdivided. They are carefully indexed and cross-indexed and properly correlated. Why? Because it is absolutely essential to have it that way, and I think that that is one of the reasons for their success, if not the foundation of their suc-

You can aid your dealers, and your dealers can aid you in doing some mail work, and the dealer is ready for it. They are hungry for it, and they are hungry for it right now.

J. R. Davidson with Lumber Association

J. R. Davidson, who for the last few years has been managing editor of the Hugh C. MacLean Co., Limited, Winnipeg, publisher of The Commercial, The Western Lumberman, The Western Canada Contractor and The Western Canada Cod Review, is now with the Western Retail Lumbermen's Association, of Winnipeg. Mr. Davidson will manage the association's house-organ, "The Prairie Lumberman." J. R. Davidson, who for the last few

Philadelphia "Press" Absorbed by "Public Ledger"

The Philadelphia Press which, as reported in PRINTERS' INK of September 30, was sold to Cyrus H. K. Curtis, ceased publication with its issue of October 1, and is now merged with the Philadelphia Public Ledger.

The Power to PULL

There are a few newspapers dotted here and there throughout the country whose influence is out of all proportion to their numbers from a news, editorial and particularly an advertising standpoint. Ask any group of advertising men familiar with Philadelphia, which newspaper in Philadelphia fits that description, and nine out of ten will say

RECORD

and when asked for the reason, they will answer—

"Always Reliable"

7, 1920 er cent nt into day 52 ct-mail charge d they tomers ways: to fit f they underich aren who reather, have a ch arnever inately. a line ve the If they a cers, they achers. typists, e their divided. ed and y coris ab-

is one cess, if ir sucrs, and n doing ealer is gry for for it

it that

umber

last few or of the l, Winnicial, The Western Western with the Association will ise-organ,

bsorbed "

h, as reeptember . Curtis, issue of with the



Through Troubled Waters

For thirty years Critchfield & Company has charted the business waters and in that time has safely guided some hundreds of successful advertisers between the reefs of advertising and merchandising channels.

In that time we have weathered with our clients periods of dire depression as well as normal and abnormal prosperity. And with them have brought the cargo home.

7, 1920

d

Fifteen of our clients have been with us since the founding of their companies.

Nineteen have been with us since they started advertising.

Fifteen have been with us for more than twenty years.

Eighteen from fifteen to twenty years.

Seven from ten to fifteen years.

Nineteen from five to ten years.

To date five have left us to try another agency, but have returned to us promptly.

Certainly an indication that they feel that their advertising and merchandising activities are in safe hands.

Our experience has been general—our clients comprising manufacturers of almost every known advertisable commodity, from electric cranes to hosiery. Yet in two fields at least we hold a dominant place—the automotive and the agricultural.

A Critchfield plan man will be glad to confer with you.



CRITCHFIELD AND COMPANY
Advortising and Morchandising Agents

CHICAGO NEW YORK DETROIT MINNEAPOLIS

laith



WE do business in your town. Every postman is an agent of ours. He'll bring us your stuff, and carry your lead molds, electros, mats wherever you want them to go. So you don't have to put up with anything less than the best, wherever you are.

Partridge & Anderson Company

Electrotypes · Mats · Stereotypes 714 Federal St., Chicago

On the Landing of New Accounts

A Personal Document by One Whose Business It Is to Create Them

By an Agency Solicitor

THERE is genuine exhilaration in landing a new account.

Of all the many sides of advertising, this one achievement, to me, seems the most inspiring, the most constructive, the most useful to the profession.

Solicitor friends of mine do not

all share this opinion.

They discover more satisfaction in securing an account that has been handled by someone else. Wewill even go so far as to admit that it may have been mishandled.

For me, virgin soil is sweetest. To start in with a manufacturer, when he himself is hewing a path, and to grow up with him and help him and create advertising that is literally born of the travail of it all; to be able to mark the progress of the advertising, as it widens the perspective and opens the door of nation-wide distribution; to make occasional errors as he makes them and to live very close to the power-house—these elements are fine and big and pride-stimulating.

When an agency is conscientious and progressive, it seems to me that the manufacturer should never have occasion to "switch," any more than he would rip out his tested machinery or fire the bead engineer, after years of faithful service, merely because he thought some other engineer might do better. Sometimes I marvel at the restlessness of advertisers. Apparently, some of them are never quite sure, never quite satisfied, never quite sold on their own selection.

Accounts there are that, like try thistledown, blow to the four winds—now here, now there, up and down and across many pastures, catching for a moment, to remain a little while, and then off into space once more, tearing out their own fragile foundations with each fillipaster.

ach filibuster.

It once gave me infinite pleasure to hear a man speak as he did of his agency relations. "Change!

Well, scarcely," said he; "those people came with us when we were in one small brick building on Dock Street. Our total appropriation was something like \$2,000 a year. They would not permit us to spend more. We were not ready for it. I think they spent more time persuading us not to increase our activities than in haggling for more. They designed our labels, assisted in distribution schemes, went out among the branch managers and rolled up their sleeves. And now, after eleven years of faithful service, they know us almost as well as we know ourselves.

BOUND BY TIES OF GRATITUDE AND GOOD SERVICE

"We are constantly solicited by other agencies. Clever men come to see us. And we always hang out the latchstring. Quite often, brilliant suggestions are made. I will even admit that tempting ideas are thus received. But why should we change? Analyze it. Can the newcomer, however gifted, know the ground as does the fellow who followed up step by step through the various vicissitudes of business growth?

"Our determination is tempered by common sense. Sentiment does not run away with us, although we have not forgotten how to be grateful for past favors and con-We owe a stant, loyal service. tangible debt of gratitude to the organization that is surely, undeniably linked with our success. If we thought for a moment that this same service, this same loyalty, was not as potent, we would be compelled to make a change. It may even transpire that another body of men might create so powerful a merchandising plan that, as business executives, we would be compelled to accept it, but this day and this condition has not arrived."

With what invincible earnestness and pride an agency can work when it has backing like this! The shadowy spectre of losing an account has a savage effect upon any organization. It is demoralizing, chilling, disheartening.

I do not believe that accounts change so much because service has been inadequate as because directors feel that some mysterious, unsensed well of power has not been tapped. Some other agency might do better. A certain advertising account has shot across the sky, leaving a trail of scintillant sparks and these same directors have a hankering to go to the source of that particular piece of fireworks.

An agency staff, finely meshed and geared to a product and its market, functions with certainty born of intimate contact and experience. Why, then, start all over again, lured on by a single copy angle or a new picture technique, and go through the laborious process of inculcating another set of men with the deeper cogs of the account?

I have just returned from a visit to a tiny New England town. I went there to land an account—and I did. The initial campaign is not enough to make any office cash-register jingle the "U. S. Treasury Jazz," but as I sat there in the day coach of the cross-country train that was taking me to the headwaters of a fast express, I was happier over my conquest than if I had broken down some pasture bars and run off with the other fellow's calf.

For it's very hard to live up to and beyond the service that was rendered by that other fellow. It's almost like marrying a widow; such accounts have a discomfting habit of shrugging their shoulders and saying, "That's not the way John did it"; or "When John was alive every full-page advertisement used to bring us immediate results."

This small manufacturing town was beautiful in its productive ugliness. The homes were the homes of workers and all the big buildings were factories. It seemed to be a community of folks who, early in life, had made up their minds to be their own bosses

and to create rather than merely toil.

The tip had come along invisible wires that a certain firm was ripe for advertising. It wanted to take the first plunge. And there they were—the two human elements with which I had to deal: a stubborn, square-jawed father, hardened by the rough edges of a long business career, and his son, quiet, analytic, susceptible of argument, a college-bred youngster whose influence had been instrumental in touching off the fuse.

THE PRIMARY LESSON IS ALWAYS NECESSARY

There is no more upstanding task in all the universe than to talk advertising with a man who doesn't understand its fundamentals. Right now, in this age of enlightenment, every new account must go through these serious processes of education and babying. Apparently, a few business men follow its true course or take the trouble to investigate its proved virtues. They are not even willing to accept the verdict of past successes and of precedent. You must begin at the primrudimentary lesson, thread your path, step by step, through to conviction.

And it has been my experience that the salesman of advertising who would benefit his kind and himself must be a patient, forbearing sort of person; a tolerant man who sees in the prospect a sort of child, groping in temporary darkness. For they still persist in the stupid delusion that advertising increases the cost to the consumer. For every dollar expended for advertising, a like amount comes from the pocket either of the manufacturer himself, as a sort of thank offering to a modern fad, or from the trade. That advertising is merely part of equipment-like machines or men-is not at first patent.

For some inexplicable reason the novice is suspicious of advertising. His primal instinct of doubt, where he does not know, is largely responsible.

I spent two hours talking with my pair of skeptics. I did not

Market Stability

There are so many different lines of manufacture in Erie, Pa., general business is certain to be steady.

There can be no excessive labor supply or no alarming shortage.

It is logical, especially under present commercial readjustment, to select good-sized markets of assured stability.

Erie Daily Times

(A. B. C. Member)

Paid Circulation 29,532

Average for September, 1920. Evenings except Sunday

Line rate 8c flat, October 15th, 1920

And the value of the Erie market of 154,000 is further emphasized by the complete coverage of one home newspaper. Often the Times' city circulation exceeds the number of families.

The Times has about 50% more than the combined paid circulation of its two daily competitors, and about **treble** the circulation of either.

The steady Erie market and firmly established Times are unusual combinations which help to increase your advertising return.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago Kansas City

New York

San Francisco Atlanta

youngeen inne fuse, .WAYS anding han to n who fundanis age

ew ac-

e seri-

7, 1920

merely nvisible as ripe ted to

d there

an eledeal: a

father,

nd his

ible of

on and w busicourse estigate are not verdict preceprimand step,

rience rtising d and forlerant pect a porary sist in vertise conended mount ner of as a odern at ad-

en—is reason adverct of know,

equip-

with d not

st

th

of is to

ou ca to

de of ver

of mi

cas

ela

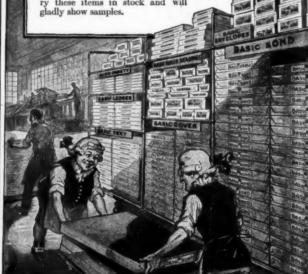
ske book kne hoe



OAL, steel, cotton, wool, wheat,—all are essential industries,—and paper is essential to all of them. It is significant that leading concerns in all these lines are standardizing their paper specifications on the

Basic lines

A Basic Paper for every need of office, factory, sales and advertising departments; a paper of outstanding merit, low in price and high in quality. The most progressive printers carry these items in stock and will gladly show samples.



THE WHITAKER PAPER CO.

Home Office—CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES-Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn.

1. 7, 1920

roit,

Can-

del-

ans.

talk my agency or its ability to do wonders for them. I refrained from technical reference to mediums, merchandising plans, display and the rest of it. I talked advertising in its larger sense—all advertising. I drew from the years much of the romance of standard accounts and what advertising had vielded them. made up my conversation of anecdotes, in which advertising always played some useful, sturdy part. For I feel more and more, as I talk advertising, that initial interviews should be confined more to selling the idea of it than of selling immediate personal service. That can come later,

I discover, too, that the novices become intensely interested in the stories of great campaigns. want to know how the other con-cern did it. They want to have the inside story of how a trademark was created or a distribution plan perfected. They radiate enthusiasm as you tell them the life narrative of a Heinz or a Fairbanks, Despite visual proof of what advertising has done and is doing, the newcomer must be told these things over and over again. They must hear lips speak it, rather than hearsay bring it imdirectly.

It has been of great help to me to carry a portfolio of conspicuously successful and attractive campaigns that have appeared, and to show them, talk them, weave little snatches of shop talk in with the personal message.

I have never "knocked" a com-

When asked opinions, I manage to give them with non-committal dexterity. It is a pet contention of mine that every time an advertising man tears down the work of a fellow, he is helping undermine all advertising. He simply casts reflection upon his kind.

Never yet, having heard of a possible account, did I prepare elaborate copy suggestions, sketches and impressive leather-bound recommendations. For I knew in advance that I could not honestly do these things without closer knowledge of the men, the plant, and its own intimate story.

Long-range "plans" doped out in advance and dolled-up with handsome, tricky layouts are certain to possess but superficial worth. It is dangerous to generalize. The first step in advertising is to hear the advertiser himself talk—not advertising, but the things that he knows better than anyone else.

And the next step is to see his plant and ascertain its facilities and talk with the executives on the job. It is one thing to prepare an advertisement and distinctly another thing to prepare one that will measure up to its true mission. Something is blown into the space that is deeper and more vital than copy and design. The physical attributes and the professional language are accessories to market and merchandising fact.

I have always told my prospects, when we got around to such matters, that our true value to them lay in the unseen quantities—the elements that were neither type nor picture. I have told them that we would be inquisitive, impudently investigative, nosey to a degree—almost a nuisance around the plant. To sell goods we must know how they are made, who sold them, how they were sold, how much they cost and under what circumstances they were sent from the factory.

We might want to change a label or the shape of a package, or the imprint on a packing case or the method of distribution before we ever bought a dollar's worth of advertising space.

SIMPLE TALK FOR THE ADVERTISING YOUNGSTER

When I say that the novice at advertising is childlike in his lack of knowledge of the rudiments of the profession I mean just that. This business of attacking him with high-sounding phrases, technical chatter, superstock and half-tone-plates-etchedon-copper is as unfair as it is unprofitable. It has failed to work with the wiser ones who study the problems and know them, and it merely confuses the real issue, with the stranger in the fold.

The obdurate father and the prodent but progressive son aforementioned were shocked into a state of nervous prostration when, later on, illustrations for a certain magazine campaign were to cost no less than \$3,000 each. They protested. It was out of all reason.

Did I fight it out in the usual combative, show-your-teeth style?

Not at all. I sent them a dozen proofs of what their competitors were doing, and I asked them. simply, honestly, if it was their intention to aim higher or lower? Rather one advertisement every three months, superior in every way, and shoulder to shoulder to the best, than indifferent copy once a month. For across the buying area that lay between them and their competitors, the manufacturer, the consumer and the retailer were all watching. They know. It would be quite as logical to turn out shoddy in the plant, or to buy cheap help at the machines.

Summing it up, I find that I am more successful at landing new accounts, and retaining old ones, when I eliminate entirely the usual pose and pomp and technical cant of my profession, and come squarely down to earth, where most of us are when we spend money.

Join Critchfield's Northwest Office

Harry J. Brindon and Harold A. Harmon have joined the staff of the Northwest office of Critchfield & Company, Chicago, which is located in Minneapolis. Mr. Brandon was formerly of the St. Paul Daily News and Omaha Daily News. Mr. Harmon, who is in the copy-writing department, has been on the staff of the Seed World, Chicago.

T. W. McGrath Joins M. J. Dougherty Co.

T. Walter McGrath, who has been with The Electric Storage Battery Co., "Exide" batteries, Philadelphia, for the last eight years, is now in charge of advertising for the M. J. Dougherty Company, power piping contractors, steam fitters and contractors, of Philadelphia.

Cartoon Service in Chicago Changes Name

The Commercial Cartoon Service, of Chicago, has changed its name and will be known hereafter as the Business Cartoon Service.

Advertising Women to Open Club Season

The first fall meeting of the New York League of Advertising Women will be held at the Advertising Club on the evening of October 19. The speakers will be Dr. Holmes W. Merton and Mrs. Christine Frederick. The guests of honor will be Rowe Stewart, president of the A. A. C. of W.; George W. Houkins, president of the New York Advertising Club, and E. P. Howard, president of the New York Press Club.

Hanfield and Dunster Join James Agency

J. H. Hanfield and Charles H. Dunster have joined the James Advertising Agency, Inc., New York. Mr. Hanfield has been with Philip Kobbe Company, Inc., and the Cowan Company. Mr. Dunster was formerly sales manager of Wildroot Hair Tonic, Buffalo, and later, for two and one-half years, with the Atlas Advertising Agency.

Morton Freund with J. J. Preis & Co.

Morton Freund, who has been assistant to the sales and advertising manager of The Bauman Clothing Corporation. New York, has joined J. J. Pries & Co., makers of "Jack O' Leather" clothes for boys, New York, and will be in charge of advertising.

T. M. Cleland Disposes of Printing Business

The printing plant and organization of T. M. Cleland, New York, has been acquired by the Redfield-Kendrick-Odell Company, of the same city. Mr. Cleland will give his time to decorative work and the designing of printed matter.

Eugene H. Barling Advanced

Eugene H. Barling has been appointed sal's manager of the Newark, N. J., office of the United Advertising Corporation. He has been connected with the company's sales force for some time and was formerly assistant advertising manager of the Newark Star Eagle.

With "Ford Owner & Dealer"

Roy Buell has been appointed advertising representative of Ford Owner & Dealer, Milwaukee, for the district including Michigan, Ohio. Western Pennsylvania and Western New York. His headquarters will be in Detroit.

Dress Form Maker Appoints Agency

The Ellanam Adjustable Dress Form Company, Brooklyn, has appointed The Harry Porter Company, New York, as its advertising agent. the New

. 7, 1920

Open

Women Club on speakers rton and he guests rt, presi-; George the New P. How-ork Press

Join

H. Dun-Hanfield Company, y. nager of and later, with the

J. J.

en assist. ing man-Corpora-J. Pries Leather" and will

ses of

anization has been rick-Odell Mr. Clelecorative printed

vanced appointk, N. J., ted with ome time vertising

gle.

Dealer" d adverwner & strict inn Penn-rk. His

points

ss Form ted The York, as



WILLIAM E. SEIP

"Bill" Seip, as his many friends call him, was with Mr. Hearst's Boston American when he joined my-Organization ten years ago.

"Bill" is the second best story teller in the country, and is as human as George M. Cohan.

I am very pleased with his long association with our Organization.

Lane Block

The Worcester Telegram

In Worcester there is one big, dominant newspaper. No matter what claims other papers may make, every A. B. C. audit and government statement proves the overwhelming leadership of the Worcester Telegram.

And in advertising volume its lead is just as great. During 1919 it led the next nearest Worcester paper by nearly a million lines, six days per week, and including its big Sunday issue, by over four million linesmore space than any newspaper in New England. Well-informed advertisers cover Worcester with the Telegram.

Did you ever hear of "Mr. Tiffany"? It's just "Tiffany," isn't it? Well, "Bundscho" is getting to be like that. Bundscho is an idea, an institution, a standard, an ideal in advertising typography. It isn't just a man's name any more



J. M. Bundscho, Advertising Typographer Fifty-eight East Washington Street CHICAGO 7, 1920

Quantity Production Necessary to Low Prices

HE automobile trade has experienced a falling off of business, and Henry Ford has responded by returning to the prewar scale of prices, and without any wage reduction," says the Monthly Letter of the National City Bank, New York. "Mr. Ford is one of the great exponents of quantity production. No one has done more than he to demonstrate its economies, so this policy is what might have been expected of him. One feature of modern, capitalistic, industry which its critics do not appreciate is that it is far more interested in steady production than the small proprietor of former times. The latter could lay off his force of workmen and suffer practically no loss but the loss of profits, but a plant representing an investment of millions cannot afford either to be idle or to run at only a part of its capacity. Big industry is interested in getting upon a stable basis as quickly as possible, and that is in the interest of the entire community as well.

"Despite the fact that a large number of wage-earners have been laid off in the tire factories, shoe factories and textile mills, and that local trade has been affected to some extent thereby, the percentage of unemployment the country over is small and not likely to increase. Payments through banks are about on a level with a year ago, and throughout the great West there is entire confidence in the future. The railroads handled more freight in month of August than in any other August on record.

"There is good reason to think that in the industries that have been most disturbed the price reductions have gone about as far as they will in the near future. Other industries must expect to contribute their share in the general readjustment, and the more readily they do so the better all around. These price reductions

have not yet been reflected in retail prices everywhere, but that, too, is a development on the way and which the enterprising, public-spirited merchant will want to hasten.

'There is always difficulty in managing a downward movement. Once confidence in prices is un-settled, suspicion is alert. Buyers are wary at any price. It is a mistake, however, to think that prices -at least the average of pricesmay slump back to anything like pre-war figures. They have almost done so in some lines, but these prices will probably recover a part of the lost ground. There are too many factors in the situation to permit of complete readjustment at once. It will be a time process. The business community does not like the idea of doing business on a declining market, but that is the prospect for some years to come, and business must plan for it. Where re-tail prices reflect all the reductions that producers have been obliged to take, the cost of living will be materially lower than it was at the high point, but it will still be a long way above the pre-war level. It is not certain that all of the recent reductions can be maintained: this is the season when food is cheapest. A fair start has been made, and a revival of activity in the trades most affected is desirable and probable. We adhere to our opinion that there is too much employment in sight in this country, and too big a crop in the barns, for a prolonged period of depression.'

Appointment by Torrington Company

J. A. Janney has been appointed field sales manager of the Torrington Company, National Sweeper Division, Torrington Comp.

rington, Conn.
Mr. Janney was formerly specialty
sales executive at the Western Electric
Company at Chicago.

New Account with Smith, Denne & Moore

Smith, Denne & Moore, Limited, Toronto, are placing large space advertising for "Phosferine," made by Ashton & Parsons of London, England.

Georgia Working for an Advertising Fund

The "Advertise Georgia Enterprise" was officially started last week with a joint meeting of city and county offi-cials, Atlanta Ad Men's Club, Rotarians,

cials, Atlanta Ad Men's Club, and the Civitas Club. Governor Hugh Dorsey, acting as chairman of the committee in charge, explained the idea in general, elaborating on the opportunities offered from an advertising point of view. The details of the work were thoroughly gone into by Fred Hamlin, acting secretary of the commission.

Preliminary work showed that a fund of \$300,000 will be raised. Already, Savannah, Macon, Athens and Waycross have agreed to raise their quotas. Half of the fund, as now planned, will be invested in general advertising and half in follow-up material, covering a threeyear period.

A. R. Crapo with Westinghouse Electric Co.

A. Randall Crapo, formerly advertis-A. Randall crape, formerly advertis-ing manager for Gray & Davis, Inc., Boston, is now with the department of publicity of the Westinghouse Electric & Manufacturing Company, with office at Springfield, Mass. Mr. Crapo will have charge of the publicity of the automotive equipment division.

Another Advertising Course in Brooklyn

W. L. Roberts, general manager of the James Advertising Agency, Inc., New York, will have charge of the advertising course at the Brooklyn, N. Y., Central Y. M. C. A. This course will begin October 13 and will ex-tend over a period of twenty-five weeks.

Added to Capper Farm Papers

The Capper Farm Press, Topeka, Kan., has purchased Field and Farm, Denver, which will be published as an individue! section of the Farm Press. The publication office will continue in

A. R. Fernald Transferred by Willys-Overland

A. R. Fernald has been transferred from the Toledo plant of the Willys-Overland Company to the Elizabeth, N. J., plant, where he is advertising man-ager for the "Chrysler Six."

J. M. Daiger Forms Agency

A new Baltimore agency, specializing in financial advertising, is that of J. M. Daiger & Co. Mr. Daiger was formerly associated with the Baltimore Sun.

Joins Dean Agency

Fred Given, formerly with A. J. Massie, Limited, Winnipeg, is now with E. Sterling Dean agency, Toronto.

To Advertise Advertising Specialties

The National Association of Advertising Specialty Manufacturers, in an-nual convention in Chicago last week, decided to create a fund for the na-tional advertising of advertising spe-The proposition has been up before the association for some time but final action has been deferred at successive meetings because of unsettled conditions arising from the war.

thed conditions arising from the war.

The following officers were elected for the ensuing year: President, Carroll H. Sudler of the Ketterlinus Lithograph Manufacturing Co.; first vice-president, Charles R. Frederickson, of the American Art Works; second vice-president, S. W. Mercer, of the Economy Advertising Company; honorary vice-president, E. L. Hartley of Bowman Brothers, Ltd.; secretary, J. A. Hall; treasurer, C. L. Cruver, of the Cruver Manufacturing Co.; sergeant-at-arms, Edward W. Heinke. Directors; U. Rae Colson, F. W. Dana, F. A. Geiger, Theo. R. Gerlach, H. B. Hardenburg, Geo. C. Hirst, Jos. W. Hoover, L. L. Joseph and C. S. Sultzer.

New Accounts with Spencer-Lay Company

The advertising accounts of The Cloves-Lyon Co., publishers: Sparko-Cloyes-Lyon Co., publishers; Sparko-Gap Co., manufacturers of automobile accessories; Polishall Chemical Co., manufacturer of "Polishall"; Henry B. Saltman, flour; Aries Motor Truck Co., Morgan Van Woert, investment securi-ties, all of New York, and the Claudel Carburetor Co., Long Island City, are now being handled by the Spencer-Lay Company, New York.

Advertising Courses at Washington University

Two advertising courses are to be given at the School of Commerce and Finance, Washington University, St. Louis. D. A. Reubel, vice-president of the Chappelow Advertising Company, St. Louis, will lecture on "Advertising Principles," and J. A. Hubbard, director of the Chappelow copy department, will conduct a course on "Advertising Writing". Writing."

Reincke-Ellis Co., Has New York Office

The Reincke-Ellis Company, advertising service organization of Chicago, has ing service organization of Chicago, has established an office in New York under the management of James J. Davin. Mr. Davin was recently service man-ager of the New York Talking Machine Company.

The Campbell, Blood & Trump Advertising Agency, Detroit, has obtained the advertising account of the Benjamin Motor Products Co., Detroit.

7. 1020

Adverin anweek,
the nain seek,
the

J. A. of the

F. A. Hard-Hoover,

f The Sparko-

mobile Co., nry B. ck Co.,

securi-Claudel

ty, are cer-Lay

Wash-

to be

y, St.

npany, rtising

direc-

rtising

lvertisgo, has under Davin.

S

ing

Items for the Socratic space-buyer's notebook*



Wrinkled brains not wanted

A magazine may look young and vigorous but in reality be as old as nightfall—just like a human being, after all.

Outward appearance, whether smooth or wrinkled, proves nothing. It's wrinkles on the brain that make one a creature of a dying age—totally and pathetically passé.

Munsey's is alive—alive because its authors are alive, writing about things that are alive. And it attracts readers who are alive—men and women who are on the upward side of life, flexible and impressionable.

Such people read and think and buy and talk. They represent the nucleus of national demand.

MUNSEYS

manlachine np Adbtained njamin

ı

*It is said of Socrates that his reason was stronger than his instinct

Besides NATIONAL MAZDA the clients of Fuller & Smith are:

The American Multigraph Sales Company

The Austin Company

The Beaver Board Companies

The Beaver Manufacturing Co.

Burroughs Adding Machine Co.

The Cleveland & Buffalo Transit Co.

The Cleveland Provision Company

The Craig Tractor Company

Dunlop Tire & Rubber

Corporation of America

Ericsson Manufacturing Company Field, Richards & Company

Free Sewing Machine Company

Gainaday Electric Company

The Glidden Company

The Glidden Nut Butter Company

Ivanhoe-Regent Works of General Electric Company

R. D. Nuttall Company

The Outlook Company

The Reck, Stow & Wilcox Co.

Pittsburgh Gage and Supply Co. H. H. Robertson Company

Hotels Statler Company, Inc.

The Timken-Detroit Axle Co.

The Timken Roller Bearing Co.

University School

The Westcott Motor Car Co.

Westinghouse Electric and Manufacturing Company

Willard Storage Battery Company



Advertising

Oct. 7, 1920

PRINTERS' INK

101

re:

7, 1920

Company

ny

ox Co. oly Co. ny

nc. Co. ng Co.

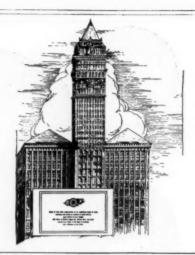
Co.

ompany









Back of the Card - your Institution

Behind the Holiday Greeting Card you send to your customer is an institution, whose eminence you mean to express. By a few gracious words, by a quality setting beyond words, you seek to put over the personality of a successful business.

Well may you do it with Olson Holiday Greeting Cards. By their art and expression—beauty of design, breadth of sentiment—Olson cards qualify as the greeting-bearers of great institutions. Exquisitely steel-etched, individualized cards, carrying your trade-mark, symbol or monogram as an integral part of the design.

25 different designs are offered for your selection, and for adaptation to your business exclusively. Write for sample-box on your business letterhead. If interested in PERSONAL Greeting Cards—steel-etched, hand-colored cards—we'll be glad to send sample, with folder illustrating the line.

EUGENE A. OLSON COMPANY

Manufacturers of Engraved Business Cards
Stationery and Greeting Cards

HARTFORD, CONNECTICUT

Making a Market for an Article of Many Functions

Alex D. Shaw & Company Decided to Advertise All Its Uses, Even if the Introduction Took Longer

By Hugh E. Agnew

W HEN an article is adapted to several different, unrelated uses, how can it best be introduced to a none-too-cordial public? And after it has gained a place on the market, should it still be advertised as a multiple agent, or should one or two of its most successful applications be selected for exploitation? Obviously if the article happens to be used for different purposes by different people, it can be presented to each class in the manner that will be most convincing for the particular requirement.

Steel-wool, for example, is used for scouring purposes in the kitchen; to clean milk-cans, in the paint shop for smoothing surfaces and removing old paint, and as an absorbent over blast furnaces. It can be presented for each of these different uses simultaneously though different mediums. Few will use it for more than one purpose, and those who do will not be prejudiced because it performs other different services. maid adopting it for cleaning the bathtub will not make the manufacturer hesitate to apply it in his paint shop or blast furnaces. Neither would the dairyman be prejudiced against its use with his milk-cans, because his neighbor was using it for the other purposes named.

But not all articles of multiple use can be presented with so few conflicting appeals. If you had bought an article for a bleach, and found it effective, you would readily extend its use to remove stains. Also if you should discover that it was an effective deodorizer, you would value it still more highly. But having used it for all these purposes, if some friend recommended it as a dentrifice, mouth wash and relief for hay fever, most

quito bites and ivy poison, one's credulity would be sorely tested, and it would be with extreme difficulty that enough confidence could be mustered so that one would care to give it a trial for anything at all

And the more efficiently it had performed the other services particularly the less inclination there would be to apply it to the skin or take it into the mouth. Or if you had bought the article for a mouth wash and throat gargle and found it satisfactory, naturally you would not have much faith in it as a germicide, deodorizer, bleaching agent and all the other agencies.

Yet "Milton," the new solution now being marketed in this country by Alex Shaw & Company, of New York, is being advertised and sold for all those purposes and enough more to make up "101 things that the new article will really do." When first presented to the jobbing trade it was received with unconcealed skepticism. "You claim too much for it?; "Why don't you tell what it is?" "The name doesn't mean anything"; "Why don't you give it a medical name?" were expressions which revealed the attitude of mind that its presentation aroused.

THE HISTORY !O "MILTON"

Probably the easiest way to get a clear understanding of the proposition is to recount how it has come so prominently onto the market, and then it will be easy to see what the selling campaign has had to include. It comprehends many of the difficulties of marketing other articles of multifarious uses and the many groups of products coming from the same factory but difficult to treat with the same copy.

Alex D. Shaw & Company were liquor dealers for many years and had an extended acquaintance with both drug and grocery jobbers the country over. They were also extensively known as distributors and advertisers of such popular brands as "Black and White" Scotch whiskey, Duff Gordon sherries, Bushmills Irish whiskies, etc. When they saw prohibition coming they began to cast_about for other products to sell. had created a valuable good will for the firm name, established profitable relations with various jobbers, and built up an organization which was an effective selling machine. If possible some product was to be found that would enable the firm to salvage something from each of these into which so much hard work, study and money had been invested.

Numerous products were considered, among which was olive oil. That was especially interesting, as the right kind of advertising campaign should greatly in-crease the amount used in the United States. Residents of the Pacific Coast buy it by the gallon, and others can be taught to use it as liberally. But the supply was so uncertain that while an important agency was established, it was not thought safe to venture such an extensive campaign for it as had built up the sale of the liquors formerly handled. The quest for a product took Mr. Shaw to England where he first made the acquaintance of "Milton." The name glared from the "hoardings," stood out upon the newspaper pages, stared from the sides of the buses, and was displayed in theater programmes. "What was Milton, and why all this publicity about it?" Mr. Shaw asked his friends.

Investigation revealed that during the war an antiseptic and disinfectant called "Dakin's Solution" had been widely used. This had been strikingly effective in the camps and hospitals, but deteriorated so rapidly that it was impractical for household use. An English firm subsequently was able to prepare a solution having most

of the active qualities of the Dakin Solution which did not seriously deteriorate even when exposed to air and light. Having perfected the product it was next necessary to select a name under which it could be marketed. The chemists called it a hypochlorite antiseptic. That was a generic name, descriptive and not available for copyright. And, besides, it was not adapted to a product that was to be widely advertised and sold for a great number of uses.

The search for a long time was without result, but one day while looking for a structure to use as a factory in Bunhill ("Bonehead" Street, a building was discovered which seemed to fill all the re-quirements. Upon its walls was a tablet stating that it occupied the site of John Milton's home. Milton at once impressed itself as the trade name for which they had been looking. It was easily pronounced, even in other languages than English, was short and distinctive. While it did not suggest the nature or use of the article, hope had been abandoned that such a word could be found. It was adopted.

Having been convinced that the article was meritorious and capable of wide sale, Mr. Shaw arranged for the agency for America. It was something that could be used in many different ways by one hundred and ten million people as a ready market, and no one could be offended because it was sold to anyone else—which had not been true of the former lines. And, most of all, it could be advertised without limit—of that Mr. Shaw had an abundance of ocular evidence.

NEW MARKETING METHODS NECESSARY

. But the marketing methods and advertising in America would have to be very different from those which succeeded in England. And some of the difficulties have been suggested by the attitude of the jobbers. It was decided that to sell Milton in its entirety was the logical and safe method. Possibly it could be sold more easily

Second Largest Daily Morning Circulation in Ohio

One Morning Against Nineteen Evening Papers

Within a forty mile radius of Columbus there is one morning paper—The Ohio State Journal—and nineteen evening papers

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK

PHILADELPHIA

CHICAGO

Read by the Buying Power for 109 Years

next ander The lorite eneric ilable

1920

Daseriex-

t was t was sold was while

se as ead")
wered
e rewas a
d the
Mil-

prouages and sugthe

t the capv arfor that erent milt, and cause which

rmer could t—of dance

have those And been f the

s the Poseasily





WISCONSIN PARTS COMPA

OSHIMSH, WIS., U.S.A.

Mofok. 119 West 40th St., New York City.

Gestlemen:

wear, were a solution of the property of the p

neve used moron to reach them.

It is lorisal to assume that other executives in the automotive injustry look forward to each issue of morell and depend on it to keep them in touch with current ideas. Just as we so.

WISCOUSIE PARTS COMPART W. Fredwell

General Manager WR. MO



by selecting some particular use and driving straight for that. But when the article is capable of many uses, to restrict the advertising to one or two, limits the possibility of volume. And when an article has been bought for a particular purpose, subsequently to develop other widely different uses might, as suggested above, arouse prejudices, and it is always expensive to overcome prejudices by advertising. Although the introduction may take longer, and initial sales come more slowly, Milton has been put on the market for "101 things and really does them."

The first market was New York. where salesmen were put out and supported by a vigorous local advertising campaign. The response was immediate and of sufficient volume to encourage the opening other distributing points. Philadelphia, Boston, Chicago and St. Louis were chosen and salesmen familiar with the jobbing trade in each of these cities were selected, brought to New York and given two or three weeks' training in the use of the product, and in the selling and advertising campaigns. Each then returned to his own city and after demonstrating his ability as a salesman was made the head of the local sales organization and began to hire and instruct other salesmen. In each city as soon as there was a sale: force ready an advertising campaign was started in the local newspapers.

The cordial relation that had existed between the house of Shaw while handling liquors and the jobbers was found to be a great help in getting an order for a trial stock. The trade had confidence in the firm and in the firm's advertising. The many uses for which Milton was advertised required an outlet through both retail druggists and grocers. therein lay one of the advantages of the name. The druggists would have liked a medical name, but that would have excluded it trom grocers' stocks, while a name suggesting a soap or cleansing compound would close the

druggists' doors to it. And as long as there is no available descriptive name—or at least none sufficiently inclusive—the easily remembered and easily pronounced name of Milton proves effective. Besides there were some advantages in retaining the name that had proved acceptable and had been popularized in England.

Liberal space was taken in both drug and grocery trade papers. To grocers the uses were emphasized which pertained more particularly to the home, such as bleaching, removing stains, cleansing, etc. The uses more akin to medicines were made more prominent in the drug journals. In both cases it was the purpose of the advertising to make the claims sufficiently broad so that no opportunity for other uses should be closed, even if by doing so some antagonisms should be aroused.

SELLING THE DRUG TRADE

In appealing to the drug trade, an exhaustive analysis of the new product made by the Pease Laboratories was printed and widely circulated. This report, extremely scientific and technical, was also sent to a wide circle of representative physicians, and space used in the leading medical journals to announce the new product and call attention to the report which was sent for the asking.

The purpose of this part of the campaign, in addition to securing its use by the physicians of the country, was to reach the hospitals and also furnish local references among the medical profession for druggists who were inclined to do a little investigating on their own account. Although the family doctor is not much of an advertising man, if he can be used as a medium his circulation is sufficiently extensive to be exceptionally valuable for such a product as Milton. The Shaw Company thinks it has made an encouraging beginning with this exclusive medium, and is preparing to continue individual demonstrating to physicians as part of the general advertising campaign, some preliminary work of this kind having produced satisfactory results.

Although the first advertising was not placed until about the first of last May, so rapidly were plans made and executed that by July first national mediums could be used. Jobbers in the five great distributing centers had added it to their stocks and sales organizations were pushing it with the trade. That meant that nearly 75 per cent of the jobbing trade of the country was covered. National copy will be continued during the fall and winter, and other supplementary mediums will be utilized. One of these is a lithographed cut-out showing the whole family gathered at the medicine cabinet seeking relief, each for his own ailments, and finding it in the one bottle-the octagonal bottle containing Milton, which is significantly given the whole space of the cabinet-suggesting that nothing else is necessary.

This cut-out is calculated for a window display, and arrangements have been made to have several hundred windows in New York use the trim this month—a time when fall buyers from all over the country are expected to be in the city in large

numbers.

DOMINATING NEWSPAPER COPY USED

The first of the newspaper copy in each instance was of sufficient extent to dominate the page, and presenting Milton as useful in many ways. Subsequent announcements were of reduced space, and different uses featured in each advertisement, although the slogan was repeated each time with a statement concerning the great variety of uses for which the product was recommended.

With each bottle there is a booklet giving a list of the things for which Milton is useful and complete directions for using. The reader is also assured that "Milton will not explode; will not poison people; will not burn the skin; and will not leave behind an odor as do so many chemicals and disinfectants." With all the things for which Milton has been recommended, care has been used

to avoid the statement that Milton is a "cure." Also the word "remedy" has been avoided. It has been especially desired to avoid the impression that it is a medicine.

While the initial purchase may be for any particular use, like the purchase of a hammer, once in the home it "comes handy" on every many occasions. Alex D. Shaw & Company are willing to wait longer for the first sale to each family, provided the buyer will have a wider variety of uses in mind when the new product is finally bought.

As PRINTERS' INK has often remarked, to teach a hundred and ten million people a new habit is a momentous undertaking. But when that new habit is the use of a product for a great variety of purposes, it comprises a market

of incalculable value.

Chicago Has "Save Coal" Campaign

The Advertising Council of the Chicago Association of Commerce is carrying on a campaign designed to create sentiment in Chicago in behalf of saving coal. It distributed 100,000 tags made in the form of miniature coal scuttles. On each was a printed message asking co-operation to the end that the city's coal supply might be made to last as long as possible. The council now is preparing for the coal committee of the association an attractive poster in colors which will be displayed in boiler rooms throughout the city.

I. E. Seymour, President Household Journal Co.

I. E. Seymour, who has been vicepresident and advertising manager of the Household Journal Company, publisher of The Honsehold Journal, Batavia, Ill., has been elected president of the company.

Advertising Club Formed in Binghamton

The Binghamton Ad Club, Binghamton, N. Y., has been organized as a section of the Merchants' and Advertisers' Association.

Mohawk Condensed Milk Account with Kobbe

The advertising of the Mohawk Condensed Milk Company is now being handled by Philip Kobbe Company, Inc., New York. Announcement

TO ADVERTISING AGENCIES

COMMENCING with our November number the AMERICAN EXPORTER will allow the standard commission of 15% and 2% cash discount to accredited advertising agencies on all orders at current rates, which went into effect May 1st, 1920

EXPORT ADVERTISING SELLING THE MAN ABROAD

was especially prepared for advertising agencies and we feel sure will interest you. May we send you a copy?

AMERICAN EXPORTER

The World's Largest Export Journal

17 Battery Place

New York City



Ranch Scene in Argentina

Milword I. It ed to

, 1920

may
te the
in the
every
aw &
wait
each
will
tes in
act is

l and bit is But e use ariety arket

al"

en re-

ce Chicarrycreate of sav-0 tags e coal d mesnd that made counl comractive

ont

o viceger of
pubr n a l,
esident

e dis-

ghamas a Adver-

d in

c Conbeing npany,

The NORTHCLIFFE NEWSPAPERS

Number Fa

The Northcliffe Press comprises the following Newspapers: THE TIMES, THE DAILY MAIL. THE EVENING NEWS, WEEKLY DISPATCH, THE OVERSEAS DAILY MAIL (Week too of the Daily Mail), THE CONTINENTAL DAILY MAIL. * Each paper in particular is dealt with in the series of advertisements.

> HE first function of a newspaper is to gathe news. Sometimes—as is often the case with the obvious-this fact is overlooked.

> For years before 1914 the Northcliffe Pres allowed itself to be held up to ridicule for "scaremongering" because of its insisten warnings of the exact events which came to pass on August 4th of that year.

> The whole world—with the exception of the Central Powers-was found unprepared Of necessity it follows, that, either the fon knowledge and judgment of the Northcliff Press were more sound, or its sources of it formation more reliable and accurate the those of the statesmen, diplomats and secre services of the world.

> > Today finds the Northcliffe Press on trolling a world-wide organization even greater efficiency. Its resource enable it to keep a long way ahead a out" fo contemporary newspapers. It gets the full facts first.

ACHIEVEMENT:

The resources of the Northcliffe Press, placed the disposal of the British Government thron Lord Northcliffe obtained the maximum effect for Propaganda in Enemy Countries.

The Britain State tribute Polit

For i

The gencies ossible

Northe

Full pa m: Da

920

nber Fo

eWS, The Weekly Ed.

ments.

o gatherase with

ffe Pres cule for insister came to

repard he for orthcliff es of in

te tha

ress con

ation

esoura

head

gets th

es, placel ent throu effect for



Weekly Dispatch

The "best of the batch" of Sunday Newspapers in Great Britain and National in every sense.

Statesmen, eminent authors, writers and publicists conmbute exclusive articles to its columns.

Politically it is independent and never hesitates to "hit out" for its own impartial view.

For its news service it has all the vast resources of the

Northcliffe Press to draw upon.

The shrewdest advertisers in Great Britain—and selling gencies for many American concerns—make the fullest possible use of its advertising columns every week.

Full particulars of advertising rates and specimen copies of any or all of the newspapers of the Northcliffe Press can be obtained on application from: Daily Mail New York Business Office, Thirty Church Street, N. Y.

th

m

of in sa

ta

co ad go

The J. R. Mayers Co., Inc. announces the appointment of MARVIN S. SMALL as Service Manager

Mr. Small was until recently Business Manager of Drug Topics, the dominating publication in the drug field, and was formerly with the American Druggists Syndicate and McKesson & Robbins.

Mr. Small's work has covered every phase of the dealer help problem. He has been responsible not only for the creation and complete execution of comprehensive dealer help campaigns, but for the development of the sales plans behind those campaigns. And he has merchandised to the dealer the sales material produced by him, proving the practical value of his plans under actual field conditions.

Mr. Small's appointment enhances further our ability to serve our clients, not only in the design and manufacture of the dealer helps themselves, but in assisting them to develop and "put across" the merchandising plans behind their dealer help campaigns.

"Dealer Helps that help the Dealer" Inquiries are solicited from manufacturers having dealer help problems—especially those marketing their products through drug stores.

The J. R. MAYERS CO. Inc. Woolworth Building New York



Dealer helps for national advertisers planned designed and manufactured

Adopting an Advertising Character with No Near Relatives

Unique Characters Get Quicker Approval at Patent Office—Reminiscent Characters Subject to Close Questioning

recent "crowding" "Aunt Jemima," against which the owners of this faithful old slave have made more or less ineffectual protest, has gone to show how fortunate it would be if advertisers could have the foresight to adopt a trade mascot with no near relatives to make complications later on. Even if one conceded that there was good law and sound logic in the holding of the Patent Commissioner that a colored mammy cannot exclude from advertising society a representation of an ebony lad with a slice of watermelon, so placed as to inject the same color note as the woman's bandanna, there is no denying that family or racial re-semblances may work hardship for the advertiser who fathered the first of the clan.

A writer in PRINTERS' INK recently reported a slump in the popularity of advertising characters. It may be that the pictorial figures that are supposed to humanize sales appeal have not the vogue that they had half a decade ago, but a bystander at Washington notes the passage of a continuous procession of "moving" or "animated trade-marks." It is indeed the repetitions in his procession that prompt the thought that the advertiser who has taken unto his bosom a unique mascot may not realize his luck. Some of the reminiscent characters-for example, the inevitable Dutch boys and Holland dames and damsels-are bluntly turned back at the Patent Office because of undue resemblance to the oldest inhabitants, but a congregation of sailor lads and other fundamentally familiar figures files through unchallenged to the probable dis-comfiture, later, of competitive advertisers.

"Aunt Jemima's" experience goes to show that an advertiser

whose fanciful figure is not in literal truth a lone orphan may be kept on pins and needles much of the time lest distant cousins come as unbidden guests to the feast. The tribunals at the Patent Office were willing to accept a turbaned negro that the casual and careless observer might conceivably mistake for Aunt Jemima, al-though the Court of Appeals later came to the rescue of the Aunt Jemima Mills Company. The disquieting feature of the early stages of the controversy consisted in the fact that the authorities at the Patent Office proposed to compel a showing of actual confusion in trade as between the sponsored by the two Ethiopians. Fortunately for the exclusiveness of Aunt Jemima, the court of last resort declared that no evidence of confusion was necessary.

In the course of a recent conversation at the U. S. Trade-Mark Bureau at, Washington, a veteran examiner gave, out of his own experience, an illustration of the importance of adopting as distinctive an advertising character as possible. He related that his old-fashioned housekeeper will, at intervals, make request that he bring home a can of cocoa and invariably admonishes him to "Get the can with the woman on This particular purchasing agent realizes, of course, that it is Baker's that is wanted, but he was impressed by the fact that here was an ultimate consumer, and a feminine one at that, upon whom seemed to be lost the niceties of the rather distinctive dress of the Baker matron. In this connection it may be remembered too that Walter Baker & Co. had to go into court to obtain redress against a competitor who sought by featuring, as a supplementary feature, the word "Quaker" to be allowed

to introduce into the advertising community a representation of a woman wearing a cap and apron and carrying a tray with a cup upon it.

The advertiser of "Old Crow" may have felt himself reasonably secure in his pictorial mascot, but along came "Old Jay," and the first contender for trade was unable to bar the later arrival, although he felt that the feathered mascots were so similar as to be likely to confuse chance acquaintances. Moreover, the guardian of the crow had less satisfaction later when attempt was made to exclude a representation of a rayen. These and similar cases seem to point the moral that the advertiser who seeks isolation for a pictorial ward will aid his cause if he will pin faith solely to the picture rather than to present the trade-mark character always accompanied by an identifying nickname. In many of the cases that have found their way to court, the judges were obviously influenced by the fact that the pictures of rival advertising characters were supplemented by conspicuously displayed names, and it was argued that the purchasing public would be apt to be guided by the names rather than by the figures.

Among students of advertising characters, Peter Henderson's famous gardener has always been accounted singular proof against imposters because of association with his vegetable-laden wheel-barrow. There have been a number of decisions in the Federal courts to support this theory that adjuncts and accessories may serve to establish the individuality of a fictional personality. Notable in point was the case of the Nestlé & Anglo-Swiss Condensed Milk Company versus Walter Baker & Co., in which the appeals bench held that a representation of a milkmaid in Swiss costume supporting one pail on her head and carrying another in her hand could not consistently be viewed as a "double" of a waitress in Quaker or Puritan costume carrying a tray supporting cups.

There have been instances in which advertisers, with a persistence worthy perhaps a better cause, have found a way to gain entry to an already numerous group of advertising characters by adopting a historical personage. Especially memorable was the case of the Western Flour Mill Company in winning recognition for the representation of an Indian. At the outset, this candidate was excluded at Washington on the ground of the prior entry of other Indians. But when it was shown that the Western Company's protégé was Chief "Black Hawk" the U. S. Commissioner of Patents ruled that he must be received. This ruse did not work. though, in the case of the Dunlon Milling Company's colored cook, with a bandanna on her head. The introducer said she was Rose Gill whoever Rose might be, and that she had given her consent, but the censor at Washington said that Rose was not a historical character and that in any other capacity she resembled too closely the esteemed "Aunt Iemima."

While it is not the function of trade-mark arbiters at Washington to approve officially pictorial trustees of good will as models of their class, they occasionally do so in private capacity. And because they confess a weakness for the advertising character that wears or uses the goods that are glorified, they are enthusiastic regarding Pal O' Lee of the H. D. Lee Mercantile Co. The sturdy little chap clad in Lee Union-Alls exemplifies admirably the principle of "association with the goods" that is manifest in the Corticelli kitten, the Peter's Chocolate mountaineer, and others equally well known.

Newark "Ledger" Represented by Cone & Woodman

Cone & Woodman, Inc., publishers' representatives, New York, have been appointed national representatives of the Newark, N. J., Ledger, daily and Sunday.

day.

The Atlanta office of this organization has taken over representation, in the South only, of the Montgomery, Ala., Advertising, Winston-Salem, N. C., Journal, and Jackson, Miss., Clarion Ledger.

s'in peretter gain erous cters rson-

was lour COg-

of an andigton entry

en it Com-Black oner st be

vork. mlop

cook.

Gill. that

t the that

charcaosely

n of ing-

orial ls of

lo so

ause the

rears lori-

ard-Lee

little exciple ods" celli

olate ally

nted

hers' heen f the Sun-

THE PHILADELPHIA

PUBLIC LEDGER

TAKES another great step forward, increasing its selling power, its prestige, its circulation and influence by purchasing THE PRESS.

THIS fuses the two newspapers into one which retains all that was best in THE PRESS, thus enhancing to an even greater degree the value of the PUBLIC LEDGER to the reader, as well as to the advertiser.

The Public Ledger Company PHILADELPHIA

Legrus H. N. Courtis

ation the Ala.. lger.

Adding an Advertisable Specialty to Lead the Unknown Line

Why Cohn & Rosenberger Are Advertising Pearl Necklaces

To the uninitiated the simlems faced by widely varying industries is a source of never-ending wonder. Such people will always marvel at the similarity of the difficulties faced by the shoestring and the candlestick makers.

There is the jewelry business, for example. A highly specialized

industry, in many ways entirely different from all other businesses. Yet there must be hundreds of concerns in the same boat as were Cohn & Rosenberger, importing and manufacturing jewelers of New York and Providence, up to a short time ago. This comtime ago. This com-pany has been manufacturing and selling jewelry for many years. The line has consisted, largely at least, of the less expensive class of jewelry. Novelties were important items. To be explicit, there were plated and filled jewelry of all varieties, necklaces, beaded bags and innumerable small articles, all planned to fit the purse of the masses. The company's salesmen cover the entire country, selling direct to the retailer. Both the small town and big city are included.

But to return to the merchandise. There was no particular item, among the thousands in the line, which showed leader possibilities. None possessed the necessary distinction. It is customary, in such cases, to attempt to impart the necessary individuality to the package instead, or else convey it by means of a trade character, a slogan, an unusual copy. angle or style. But these methods were not feasible in this case. So Cohn & Rosenberger went ahead and added a practically new line, a line that offered advertising possibilities. Pearl necklaces were the addition. In price they range from \$15 to \$350. A higher priced line than the company had ever offered before.



In the soft rediance glowing from the heart of a preef is the glassour of stronge glissonering seas. Groe man made pearls possess this lustrous cuchantement, found with the personality of craftsmen conscious of preeting beauty.

touteous onlity of craftsidentified, are at jewelers' and fine store deportments—alon great varieties of Cor

Coro, Marbridge Building, New York

DIGNIFIED STYLE OF ADVERTISING TO INTRODUCE CORO

There is a clever bit of psychology in this addition of a higher-priced line, although it should be stated that a company without an established outlet could not take such a step. While women are confirmed bargain hunters, there are certain articles which many of them judge by price alone. In this class are found some items of wearing ap-

UNTIL you have written for, and obtained, complete information about Baumer screen sales stories, you haven't even begun to realize the advertising possibilities of your own business.

You get what you pay for and you pay for it after you've had it.



ty

hods So head line, poswere

iced ever

a st addy etry etry etry

CORO

a it any tlet tep.

ain dge are ap-

View the British Markethr

THE MAN YOU WAN

First-hand opinion from the American with the longest, widest, and most successful experience in developing the sale of American goods in the British market; worthwhile views on selling in British markets, and the opportunities for American enterprise, with a recognition of the folly of doing the wrong thing in the right way, or the right thing in the wrong way, in an imperfectly understood market is worth thinking about.

Mr. Derrick's British experience covers a period of 25 years, and embraces the advertising of goods selling through practically every wholesale and retail line of trade.

Our American clients include Quaker Oats Company, Armour & Company, Corn Products Company, Cudahy Packing Company, Funsten Brothers, the principal Havana Cigar Manufacturers, H. J. Heins Company, The Oneida Community, The Pepsodent Company, and Studebaker Company,

The DERRICK AGENCY is staffed with British men trained in American Agency methods, men who understand the British market and the responsive appeal to the British consuming public.



DERRICK

ADVERTISING AGENCY, LIMITE

1920

rke hro' trained American Eyes

O SEE IS HERE

Our Mr. Derrick arrived in New York September 25th and will spend a few weeks in New York, Chicago, and other important cities.

If the British market interests you, an interview can be arranged by addressing him at Room 1510, Flatiron Building, New York, 'Phone: Ashland 7423.

Mr. Derrick is a Director of the American Chamber of Commerce in London, and Chairman of its Trade Information Committee, and also of its Advisory Advertising Committee. For sixteen years resident in London, and Managing Director of our Advertising Agency.

In addition to an influential American clientele, we represent many important British firms having a world-wide trade.

Mr. Derrick offers a thoroughly up-todate advertising service organisation from Policy to Practice—including Press Advertising, Billposting and Printing.



ONDON

NORFOLK STREET, STRAND, W. C.

parel and jewelry. To boast of a low price in these lines can often be positively harmful. The cost plays no consideration except as a barometer of the worth of the article. Naturally this condition redounds to the benefit of Cohn & Rosenberger. It means that the company can, as a logical move, add a higher-priced line of pearls. That is, in picking out something with advertising possibilities the company was also enabled to choose a more expensive line.

That is about all there is from the merchandising end. But that is not all there is to the story. For when plans for the advertising copy were taken under consideration it was found that "something different" was really vitally necessary.

THE STRONGEST APPEAL IN PEARLS

Have you ever held a \$10 string of pearls in one hand and a \$100 string in the other? If you ever have the opportunity to make such a comparison, after the price tags have been taken off see whether you can tell the strings apart. If you can, you're the eighth wonder. Even an expert can only tell which is which after a minute examination. Of course there is a difference. For while the necklaces are similarly beautiful, the more expensive strings are far more durable.

But how can a product like that be advertised with the normal run of copy?

It can't. Appeals to reason won't work. Beauty—one hundred per cent beauty and atmosphere—that's the big point. Copy and illustration can be free from conventions. Artist and copy writer are absolutely unshackled. But beauty must be present in every square inch of space.

Coro copy (Coro is the tradename of Cohn & Rosenberger products) has been designed along such lines. The illustrations are both beautiful and unusual. The same can be said of the models whose pictures are used. A poet has been given the task of writing copy that is poetry in prose form. Everything has been planned with the one thought of selling beauty. The presentation of the merchandise itself has been designed to have as much appeal as the pearls themselves. Royal blue has been adopted as the Coro color. The boxes designed for the pearls are lined with blue velvet and are fit for duty as permanent jewelry caskets.

As to the details of the campaign: The schedule calls for the use, every month from August to December, inclusive, of fashion magazines. Plans for next year. calling for a good-sized campaign, are now in preparation Dealer helps, in the form on electros, counter displays and an expensively gotten up catalogue, are offered. All this material ties up closely with the national advertising. The necklaces each have a little tag, shaped in the form of an oyster attached with the name Coro imprinted on it.

Of course the company is feeling its way slowly. Nothing is left to chance. Each step is planned out as far as possible in advance. Within a few months Cohn & Rosenberger expect to have solved several problems that are as yet in the puzzle stage—problems the shoestring and candlestick maker are also faced with.

Ad Men's Legion Post in New York

All ex-service men, now engaged in any branch of the advertising business, are invited to join an Ad-Men's Post of the American Legion, which is being organized in New York. Anyone interested should communicate with Edward Haubrich, 110 West 34th Street.

Two Southern Papers Appoint Representatives

The Morning New Bernian, New Bern, N. C., and the Times and Democrat, Orangeburg, S. C., have appointed Frost, Landis & Kohn, publishers' representatives, as national advertising representatives.

Albert Hearst, Dallas "Dispatch" Advertising Manager

Albert Hearst, recently with the Cleveland Press, has been appointed advertising manager of the Dallas, Texas, Dispatch.

been
ght of
ntation
s been
appeal
Royal
e Coro
ed for
ne vels per-

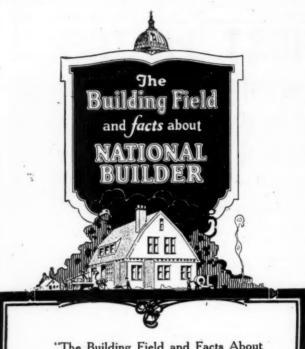
camor the ust to ashion year. paign, Dealer ectros, expenre ofes up adver-

have form h the t. s feeling is ep is ble in nonths ect to s that tage—I can-I with.

in aged in usiness, 's Post s being one inith Ed-Street.

New Demopointed rs' repng rep-

Disager h the pointed Dallas,



"The Building Field and Facts About NATIONAL BUILDER" is a booklet we are sending gratis to every firm whose product enters the Building Field.

It is brimful of information secured by careful investigation of the entire field. With this booklet we lay our cards face up on the table. It gives you facts and figures. It explains to you clearly and concisely the character and the buying power of the Contractor, the Architect and the Builder—the readers of NATIONAL BUILDER.

Tradepress Publishing Corporation 542 So. Dearborn St., Chicago, Ill. SECTION ONE

THE DENVER POST-Delivered

FIRST PHOTOS

FILMS SENT BY AIRPLANE FOR THE DENVER POST TO PUBLISH IN SUNDAY ISSUE

Posted at Grand Central Station, New York, Before Pânic Subsided; Flier Clips Nineteen Hours From Regular Train Service.

A news beat unparalleled!

A journalistic feat rivaling the lamp of Aladdin!

The wings of Mercury harnessed to serve the multitude of The enver Post's readers!

"White Magic!"

Denver railroad officials and superintendents of mail Saturinith declared it must be that.

Actual photographs of the New York bomb horror of Thursiay nodu ready for readers of The Denver Post fifty-five hours after the areacsion!

They said that it could not be.

And yet it was!

The International Film Service did it. Its authentic pictures At the Jeath harvest in the financial center of the world were before The Fost editors. A special delivery messenger from the postaffice delivered them at 7 o'clock Saturday evening

The Fost editors, accustomed as they are to using every ingenerative of give the readers of this newspaper the finest service procursoic, regardless of expense, were astounded.

How hid the 'morrastonal Film'Service accomplished it? It was a mystery, separantly unfathomable. The envelope bore the stams of the Grand Central station in New York, timed 2 p. m. Thurwley

The explosion was at a minute after noon. It was oridant, then that the pictures had been scalled as hour and fifty-nine minutes after the explosion. A great feat in itself, particularly considering the time when even men with press badges were barred from the hastily-flung police lines.

Naticed at 2 o'clock Thursday, the pictures made the trip from New York to Denver in fifty-three hours, or nineteen hours less than the fastest time by the usual fast mail.

'How did they do it?"

The passion was asked the chiefs at the Deaver Union terminal. "They didn't," was the answer "It couldn't be done. There's something wrong."

"But they did do it," retorted the editor "The evidence in home"

Amintant Superintendent of Mails Thomas J Backley was alled at the Denver postoffice. "No mail train could do that." Arial such the said. "There is no route it could have come and gotten here that quickly. Airplane is the only solution."

To solv

Est the real chiefs knew of no simplane service that the goverament would have ready for such an emergency. It was still a formation.

This is



A view of the great crowd at the scent victims were laid out on the sidewalks on an photo.—Photo by International Film Series Ariel such as performed the mirecles in Blakespear's piny in the late of the Parkespear's piny in the

To solve the puzzle, a telegram was sent to New York.

The International Film Service company shot back to mation.

This is how it you done

SERVICE

Andicited Endorsement from One of Our Clients

nternational Film Service makes photographs and on pictures of all kinds in every part of the world.

A Daily Mail Service of news photos to newspapers thruout America.

Our Special Service Department will get that particular photograph you need to illustrate your advertisement.

> Our files contain more than 500,000 still negatives and two million feet of motion picture subjects.

INTERNATIONAL FILM SERVICE

226 WILLIAM STREET NEW YORK

Telephone, Beekman 1492

Branch Offices: BOSTON-PHILADELPHIA-CHICAGO SAN FRANCISCO and LOS ANGELES

ort of service that The Denver Post and t



The success of Wilfred O. Floing Company has been due, principally, to our conception of our own part in an advertising campaign.

That part, we firmly believe, should be to interpret the plans already developed by the agency for its advertiser.

It is our work, not to devise advertising and merchandising plans, but to translate them into the most forceful selling appeal that can be made by intelligent arrangement of picture, type and white space.

WILFRED O. FLOING COMPANY
1316 Garland Building
CHICAGO

Tv lustra They interadmi

illi

not

pile

long

sho

pipe

coul

crat

dent

picti

to-d

spira to the porta thing

your

tries their

only coun

Emplo

tions

Pictures for the Employees' Magazine

Local Color and Human Interest Are Requisite

By S. G. Wingfield

Of E. I. du Pont De Nemours & Co.

I LLUSTRATIONS are to the plant publication what seasoning is to our food. They make the publications palatable.

National advertisers all use the illustration to help them sell their products to customers; the plant paper can also use the picture to sell the concern to its employees.

Pictures of plant picnics, excursions, dances, etc., tell not only the workers themselves but others not working for the concern that the employees of that company have a good time and that that plant is a good place in which to work.

An illustration showing a large pile of wasted material will tell a more convincing story than a long editorial on waste. A snapshot of the general manager, clad in a bathing suit, being ducked in the water by a gang of husky pipe-fitters on a plant picnic, will do more than anything which could be written about his democratic spirit. A photo of the president of the company in overalls working at a lathe, taken when he was a young man, and another picture of him sitting at his desk to-day makes a most powerful inspirational editorial. We all like to think that we are playing important parts in the scheme of things. A cut of the product of your plant in use in foreign countries will show the employees that their work is of importance not only in their own but in foreign countries as well.

Two things are essential in illustrating the plant publication. They are local color and human interest. We are all—whether we admit it or not-very egostistical and self-centered; hence illustra-

tions of local people and scenes

are always what we like to see. O. Henry is supposed to be the authority for the assertion that "There is an epoch in every man's life which would make a successful novel." This may or may not be true, but there is certainly enough human interest material among the workers of every industrial plant to fill the plant paper or magazine.

In the du Pont plant at Arlington, New Jersey-one of the members of the National Safety Council-we have, in six months among the workers, discovered a former world's champion prize fighter who has earned seventytwo thousand dollars by swinging his two fists; a floor sweeper who was given a diamond studded solid gold medal for continuous service in the National Guard; a carpenter who was for twenty years a feature with the Barnum and Bailey circus; a forelady who was at one time head nurse in a large hospital; and a clerk who began life as a bartender in the old "Bucket of Blood" saloon in Phoenix, Arizona.

Action pictures always make good illustrations; but, in order to get "action" in a picture, a good camera is necessary. A machinist would not be expected to do any wonderful work with five- and ten-cent store tools; neither can a toy camera, with a chunk of glass for a lens, be expected to take good "action" pictures. A camera capable of taking speed pictures is required.

TO BEAR IN MIND WHILE AFTER PICTURES

There are five things which have been of great assistance to me in illustrating the plant publications with which I have been connected.

1. I never print a picture just because it is a pretty picture. It

Portion of an address before the Employees' Publications Section of the Congress of the National Safety Council.

costs a lot of money to make cuts nowadays and, before I use one, I have a concrete idea of some mission that particular illustration is to perform.

2. Whenever possible I always try to tell the story with the

3. For years I have kept a "morgue" of good illustrations and art layouts. Whenever I come across a good picture or drawing —whether it is in the War Cry or Police Gazette—I clip it and file it away. Once or twice a month I go through this morgue for ideas.

4. I try to get the picture of factory, employees in preference to office workers, and I try to have at least one picture of some employee, or group of employees, who have accomplished something in the way of production.

5. I always bear in mind that a man may have a face that would stop a ten-day clock, he may be bald-headed, pug-nosed, crosseyed and lantern jawed—but that's his face. It is the only one he had ever had and he is proud of it and, when you put a picture of that face in the paper where a lot of people will see it, you have made that man feel that he is an important cog in a big organization, and when any plant publication accomplished this it has done a great deal, indeed.

Will Train Executives for American Industries

COURSES in "management education," designed to train men for executive positions in American industries will be established in the majority of the 620 American colleges, according to Dr. Hollis Godfrey, president of the Drexel Institute, Philadelphia.

Doctor Godfrey assisted by Dr. Samuel P. Chapen, general director of the American Council on Education, and Dr. Frederick C. Ferry, president of Hamilton College, are perfecting the plan, which contemplates establishing practical courses in the schools,

assisting undergradua es and others to choose their life work by placing several thousand students and teachers in industry during the summer months and by introducing extension courses for men now in industry.

An annual appropriation of \$100,000 entirely borne by American industry, has been made to carry on this work, which has been divided into two classes: First, to determine the field of service which each college can cover, and, second, to provide the college with all industrial data which may be utilized in forming undergraduate courses for men contemplating entering industry and in reaching the management men already in industry through extension courses.

All of the courses and scholastic recommendations, it was said, will be passed upon jointly by the Council of Management Education and the American Council on Education before being forwarded to the institutions of learning. Within one year, it is estimated, 100 colleges will have included the extension industrial courses and all will be provided with the industrial material upon which to base undergraduate work.

The executive members of the council appointed to represent their industrial group are as follows: Railroads, A. W. Gibbs, chief mechanical engineer, Pennsylvania Railroad; paper, Colonel B. A. Franklin, vice president Strathmore Paper Company; public utilities, H. B. Shaw, educational director, H. L. Doherty Company; shoes and leather, Frederick B. Rice, president, Rice & Hutchins; mining, J. Park Channing, mining engineer; machinery and metals, Frederick H. Payne, Greenfield Tap & Die Company; rubber, Dr. R. S. Quinby, service manager, Hood Rubber Company; cotton finishing, J. K. Milliken, president, Mount Hope Finishing Company; textiles, Albert Bigelow, Ludlow Manufacturing Company.

Guy W. Motz has been appointed representative of El Automovil Americano, New York, in the Western territory. Mr. Motz will have his head-quarters in Cleveland.

Newspapers are Bought *not* Sold

The daily circulation of The Chicago Herald and Examiner represents the voluntary choice of more than 350,000 families—a deliberate selection of this newspaper as against other papers that can be bought for less.

That many thousands more persons are buying it this year at three cents than bought it one year ago at two cents is an overwhelming demonstration of the exclusiveness of this circulation.

In other words, it proves that to reach the 350,000 families that are willing to pay one cent more for the newspaper of their choice, you must advertise in the Herald and Examiner. You cannot reach them through newspapers they do not read.

John A. Dickson.
General Manager

HERALD EXAMINER

The Only Three Cent Morning and Ten Cent Sunday Newspaper in Chicago

and work

stuistry and arses

of nerie to has sses: d of can

data ming men ustry ment ough

lastic , will the ducail on arded ning.

ated, d the and e inth to

esent folgibbs, Pennplonel ident pubduca-

ducaherty ather, Rice Park mak H. Die

Hood inishident, pany; adlow

Ameriterrihead-

ad

con

from pub tent cine ness Wo

Uni

high show lette

priv

at a

Re

The Mail Order Section

OF THE

CHICAGO.

HERALD EXAMINER

Published in

Tabloid Form

Included with every copy of The Sunday Herald and Examiner sold beyond a radius of Forty Miles from Chicago.

Circulation
(Mail Order Section)
340,000

ROMANCE SE LA SELLA SELL		OF A LOVE BRO	KER
ROMANCE S To Story of "Bengish Thinker" Events a Bit- majord to fee Bengis The Story of the Bengis	MILES THRO		Gold **Comme Thereight** When Sine Site Lever Paren Sheuter **There Sheuter **The Sheu
Therein Brenze a Blanch Company of the Company of t			Coll Teams Teams; Those than they form Farm Breaking A control to the control A contro
majord in the Rength - The Street executation plant and the second street and the second			Faces Bendance of the property
the control of the co			Section of the control of the contro
The second section of the second section of the second section of the section of			See amount and mouth account. See amount and mouth account. The see amount account a
offerings has facility and not secured of their depley guilds clear in security of the facility of their depley of the facility of their depley of the facility of their depley of their deple			Described the Agent. The same is easily all not not be a series of the control o
O'T don't You recome a common age of the common	CAST VIVE		The anguest of the control of the co
A measure of engine in the a complete of the complete of the control of the contr	CAST VIVE		ment of the second of the seco
The refers that the property of			The second design of the second for the second for the second design of
Your return time in the emercer the set may grown and from or			Top I as reverse as feeders at 1-1-0. And America of the association
			The part of the control of the contr
The state of the s			
	All III	14.15	
Edit ones A free melecular school dan ermorper fore lightest devided dan in directly for devided and in directly foreign and relationary of foreign and relationary foreign and fore	Migner.		The feet had no server the pri- position of the feet out on its position of the feet out on its age feet flagging agreement south of the day was flagging at the majority of the conduction of the feet out of the conduction of the feet out of the principles of the feet out of the feet out of the feet out of the feet out of the principles of the feet out of the feet out of the principles of the feet out of the feet out of the principles of the feet out of the feet out of the principles of the feet out of the feet out of the principles out of the feet out of the feet out of the principles out of the feet out of the feet out of the principles out of the feet out of the feet out of the principles out of the feet out of the feet out of the principles out of the feet out of the feet out of the feet out of the principles out of the feet
month orregionale of manifest to the sat fraction. Submission of the good progress are officers in him forth and showing if the a cole, distinct in exemption with age, at one? makes a girl on progression.	"This copin the dilitim is most perform small as a greaty buginarial." * ** The a site, soon of utury when it dism notions stoom to a good device."		or agreed, the emitted half our- stance from our met broken agree and and art me assemble of tree areas are or the me agr
	prints shall be been been been been been been been	the time or company primary and the time time time time to the time time time time time time time tim	General freeth seal specific traying degree and an application of the controlled of
the control of the co	Happin Thomate Comp. or the Happin Thomate or of the pirc I are not the part I are not I	There has been do	Marries Pani To Core
Cox 4400 Darker	tack bill and the time or the	then divigous a new as to	On meaning a page 1 means bend managed a back of a a name has spread into the service as are come sented and if the ser- sistence and the service has a service and the service
Executive to the control of the cont	the state of the confirm and he had been as common to the confirm of the confirm the confirm the confirmation of the conf	of the two age or a a real transmit of the transmit to the tra	a man has queened took die comme of the property of the control of
The service that grant can be a served to the served to th	and the start of the same of t	The street of the con-	a considerable etter for the grant or the gr
A STATE OF THE PERSON OF THE P	See Suppose to the processor and the sea of	THE STORY I SECRETARY AND IN	THE REPORT OF THE PARTY OF THE
A comment of the second	to the market or not obtain the test to the test of th	"Of as about of 1 short deriver selected by the short deriver of the sho	The first window for common and the
The second secon	the Charte the kin position for the consecution and store but he give who has disself no the control or a series position and relate further to make had therefore them before the control	See Stronge is excendency after a foreign. The self-see and see and segment in the self-see and see and see and excellent sees. It is the segment of the self-see and self-see and self-see and sel	
Microson when I are from a spet the privace had do a rough I destroyed as the and of a I have first the leadance or the	States and other to the total or total	Specific person and regard in a good per p. region by the received again a form thoug with sens has a pagest place of the received for the send that the specific has directly to the product, and	the right top of tipe the to red.
orac talant in the state of all reads of reasons. The approximate from the extrema care parts a messageing of ever to the reason, and others the	force determined problems of these or the state of the colors of the col	will have direct to do execute of electric age of the control of the first age of the control of an electric white the diff- tion of the second in the a feedback and are already granted and to	to produce the popularies of the color of th
A basis figures that containes as grown and the contained and the contained and the contained as a second as a sec	STATE OF THE STATE	The special day of the May rest of May 1, Note	Their opts it make records that figures with the state of the control of the cont
	Page Size, 9:	x14 Inches.	

Advertising Rate to January 1, 1921,

50c Per Line Flat

The Most Effective and Economical Medium to Reach the World's Richest Mail Order Field Every Week.

Forms close Thursday 10 A. M. preceding Sunday of publication.

JOHN A. DICKSON, Gen. Mgr.

Cleaning Up the Patent-Medicine and Other Evils

The Story of the Beginning of the Campaign Against Medical Quackery in Advertisements

By Edward W. Bok

Ladies' IN 1892 the Ladies' Home Journal announced that it would thereafter accept no advertisements of patent medicines for its pages. It was a pioneer stroke. During the following two years, seven other newspapers and periodicals followed suit. The American people were slaves to selfmedication, and the patent-medicine makers had it all their own way. There was little or no legal regulation as to the ingredients in their nostrums; the mails were wide open to their circulars, and the pages of even the most reputable periodicals welcomed their advertisements. The patent-medicine business in the United States ran into the hundreds of millions of dollars annually. The business is still large; then it was enormous.

Into this army of deceit and spurious medicines the Ladies' Home Journal fired the first gun. Neither the public nor the patentmedicine people paid much attention to the first attacks. But as they grew, and the evidence multiplied, the public began to comment and the nostrum makers

began to get uneasy.

The magazine attacked the evil from every angle. It aroused the public by showing the actual contents of some of their pet medicines, or the absolute worthlessness of them. The Editor got the Women's Christian Temperance Union into action against the periodicals for publishing advertisements of medicines containing as high as forty per cent alcohol. He showed that the most confidential letters written by women with private ailments were opened by young clerks of both sexes, laughed at and gossiped over, and that

afterward their names and addresses, which they had been told were held in the strictest confidence, were sold to other lines of business for five cents each. He held the religious press up to the scorn of church members for accepting advertisements which the publishers knew and which he proved to be not only fraudulent, but actually harmful. He called the United States Post Office authorities to account for accepting and distributing obscene circular matter.

He cut an advertisement out of a newspaper which ended with

the statement:

"Mrs. Pinkham, in her laboratory at Lynn, Massachusetts, is able to do more for the ailing women of America than the family physician. Any woman, therefore, is responsible for her own suffering who will not take the trouble to write to Mrs. Pinkham for advice."

Next to this advertisement representing Mrs. Lydia Pinkham as "in her laboratory," Bok simply placed the photograph of Mrs. Pinkham's tombstone in Pine Grove Cemetery, at Lynn, showing that Mrs. Pinkham has passed away twenty-two years before!

It was one of the most effective pieces of copy that the magazine used in the campaign. It told its story with absolute simplicity, but

with deadly force.

The proprietors of "Mrs. Winslow's Soothing Syrup" had strenuously denied the presence of morphine in their preparation. Bok simply bought a bottle of the syrup in London, where, under the English Pharmacy Act, the authorities compelled the proprietors of the syrup to affix the following declaration on each bottle: "This preparation, containing, among other valuable ingredients, a small amount of morphine is, in ac-

Mgr.

Reprinted by permission from "The Americanization of Edward Bok." Published by Charles Scribner's Sons, Copyright 1920.

cordance with the Pharmacy Act, hereby labelled 'Poison!' The magazine published a photograph of the label and it told its own convincing story. It is only fair to say that the makers of this remedy now publish their formula.

Bok now slipped a cog in his machinery. He published a list of twenty-seven medicines, by name, and told what they contained. One preparation, he said, contained alcohol, onium, and digitalis. He believed he had been extremely careful in this list. He had consulted the highest medical authorities, physicians, and chemists. But in the instance of the one preparation referred to above he

was wrong.

The analysis had been furnished by the secretary of the State Board of Health of Massachusetts; a recognized expert, who had taken it from the analysis of a famous German chemist. It was in nearly every standard medical authority, and was accepted by the best medical authorities. Bok accepted these authorities as final, Nevertheless, the analysis and the experts were wrong. A suit for two hundred thousand dollars was brought by the patent-medicine company against The Curtis Publishing Company, and, of course, it was decided in favor of the former. But so strong a public sentiment had been created against the whole business of patent medicines by this time that the jury gave a verdict of only sixteen thousand dollars, with costs, against the magazine.

Undaunted, Bok kept on. He now engaged Mark Sullivan, then a young lawyer in downtown New York, induced him to give up his practice, and bring his legal mind to bear upon the problem. was the beginning of Sullivan's subsequent journalistic career, and he justified Bok's confidence in him. He exposed the testimonials to patent medicines from senators and congressmen then so widely published; showed how they were obtained by a journalist in Washington who made a business of it. He charged seventy-five dollars for a senator's testimonial, forty

dollars for that of a congressman, and accepted no contract for less than five thousand dollars.

Sullivan next exposed the disgraceful violation of the confidence of women by these nostrum vendors in selling their most confidential letters to anyone who would buy them. Sullivan himself bought thousands of these letters and names, and then wrote about them in the magazine. One prominent firm indignantly denied the charge, asserting that whatever others might have done, their names were always held sacred. In answer to this declaration Sullivan published an advertisement of this righteous concern offering fifty thousand of their names for sale

Bok had now kept up the fight for over two years, and the results were apparent on every hand. Reputable newspapers and magazines were closing their pages to the advertisements of patent medicines; legislation was appearing in several states; the public had been awakened to the fraud practiced upon it, and a Federal Pure Food and Drug Act was beginning to be talked about.

Single - handed, the Home Journal kept up the fight until Mark Sullivan produced an unusually strong article, but too legalistic for the magazine. He called the attention of Norman Hapgood, then editor of Collier's Weekly, to it, who accepted it at once, and, with Bok's permission, engaged Sullivan, who later succeeded Hapgood as editor of Collier's. Robert J. Collier now brought Samuel Hopkins Adams to Bok's attention and asked the latter if he would object if Collier's Weekly joined him in his fight. The Philadelphia editor naturally welcomed the help of the weekly, and Adams began his wonderfully effective campaign.

The weekly and the monthly now pounded away together; other periodicals and newspapers, seeing success ahead, and desiring to be part of it and share the glory, came into the conflict, and it was not long before so strong a public sentiment had been created as to bring about the passage of the

A STATUE, A SUNSET, A SET-UP

Wine was more sparkling and savory when sipped out of a storklegged glass, than out of a thick tumbler, yet it was the same wine.

Breakfast carries a keener relish when served upon an embroidered Madeira cloth, than upon a bare board, yet it is the same breakfast.

THE Advertisement set by us impresses even the untutored mind, which, though not conscious of the cause, is thrilled by the effect, be it a statue, a sunset or a set-up.



PHILLIPS & WIENES
Typographic Servants
160 East 25th Street
New York

ne disconfiostrum st conwho himthese

7, 1020

ssman.

wrote
One
denied
whate, their
sacred.
Sullient of
ffering
es for

e fight he reevery rs and pages patent ppearpublic fraud 'ederal as be-

adies' fight ed an ut too He orman olliers l it at ission, f Colnow Adams ed the Colin his natuof the

n his
gn.
onthly
other
seeing
to be
glory,
it was
public
as to
of the

Un an of

the

tha to zon exi fer 190

Cle

ting

Thi

a p

vert

have

hanl

activ

pres

Dir

Swa Swa

ing,

Wol

and

ard

Fou

tors,

Bay W. Meta

merc

baun

Rela



"That's what I call taking advantage of a product's real sales features. Just ordinary house paint. Yet see how beautifully it is brought out on this cover. H'm, I wish my house were painted like that."

CATALOGS—and inexpensive ones—can get under the skin of your prospects. The limitation of cold words can be overcome by the wise use of color and cover paper. Thousands of advertisers depend upon Foldwell to express forcefully the hidden values of their products.



Foldwell Coated Cover will improve your catalogs. Its better surface means better color work; and its unusual strength keeps the cover fresh even under severe usage. Send for samples of Foldwell Coated Cover. Every advertiser will profit by knowing about this printing paper.

CHICAGO PAPER CO., Manufacturers 822 S. Wells St. Chicago, Ill.

Nationally Distributed

1020

United States Food and Drug Act, and the patent-medicine business of the United States had received a blow from which it has never recovered. To-day the pages of every newspaper and periodical of recognized standing are closed to the advertisements of patent medicines: the Drug Act regulates the ingredients, and post office officials scan the literature sent through the United States mails.

There are distinct indications that the time has come once more to scan the patent-medicine horizon carefully, but the conditions existing in 1920 are radically different from those prevailing in

Bank Has Prominent Men Write Copy

AN unusual method of being advertised by loving friends is being tried in Cleveland. The Cleveland Trust Company is put-ting its friends on record by having them write its advertisements. This bank, on its twenty-fifth anniversary, in an announcement by its president, stated its plan in a programme of forthcoming advertisements.

"Representative Cleveland' men have written estimates of the bank's outstanding policies and activities which," the president said, "will be given to the public

as follows:

"'Pioneering,' A. R. Horr, vicepresident, Equitable Life Assurance Society of the United States; 'Directors Who Direct,' Ambrose Swasey, president, Warner & Swasey Company; 'Branch Banking,' E. G. Tillotson, Tillotson & Wolcott Company; 'Trust Funds and Location of Branches,' Leonard P. Ayres, the Russell Sage Foundation: 'No Loans to Directors,' W. H. Prescott, Saginaw Bay Company; 'Daily Audit,' Fred W. Ramsey, president, Cleveland Metal Products Company; 'Com-mercial Banking,' M. J. Mandel-baum, Mandelbaum, Wolf & Lang; Relation to Industries,' Charles E. Adams, president, Cleveland

Hardware Company; Living Trusts,' John L. Severance, president, the Colonial Salt Company; 'The Employees and the Bank,' J. R. Wyllie, twenty-five years a member of the Cleveland Trust Company staff; 'Pay Roll Sav-ings,' A. W. Henn, president, National Acme Manufacturing Company; 'War Service,' D. C. Wills, chairman of the board of the Federal Reserve Bank of Cleveland: 'Service to the Community,' Samuel Mather: 'The Cleveland Foundation,' Leonard P. Ayres; 'The Spirit of the Organization,' A. G. Tame, vice-president, the Cleveland Trust Company; 'Growth of the Cleveland Trust Co.,' Leonard P. Ayres; 'The Future,' F. H. Goff."

The bank plans to use this material, which it will put into the newspaper campaign, for a directby-mail campaign, incorporating all of it in a booklet. This book-let will be distributed when the

newspaper campaign ends.

Progress by Retrogression

American adaptability is becoming a large part of American ingenuity. Stubborn refusal to meet the foreign purchaser half-way can no longer be laid at the door of Yankee manufacturers who seek new fields for the distribution of their products. William F. Bancker, of the Western Electric Co., The Well Street Journal says, found a striking example recently in India:

striking example recently in India:
"It has been known for some years,"
said Mr. Bancker, "that the average
Asiatic cannot be easily converted to
Western methods. As a result when Asiatic cannot be easily converted to Western methods. As a result when foreign concerns tried to introduce their modern farming tools they faced a hopeless task, the natives sticking to the old wooden plows and other crude appliances which had been used by their forefathers. But when the American agents found these conditions, instead agents found these conditions, instead of being discouraged, they procured samples of the various old-fashioned wooden tools and surprised the Indian market by reproducing them in steel. As a result American farm tools are gaining in favor with Indian concerns."

P. B. Brown with Thomart Motor Co.

P. B. Brown has been appointed general sales and advertising manager of the Thomart Motor Company, of Kent, Ohio, recently organized for the purpose of manufacturing a commercial car. was formerly connected with the Liberty Motor Car Company, of Detroit, where he was engaged in special sales work.

Advertising to Offset Influence of Political Purchasing Agents

Ahrens-Fox Makes Quality Appeal to Fire Departments Founded on Records and Tests

THE political purchasing agent is and probably always will be a tough nut for the four-square business house. The trouble with him is that he is interested in what he gets out of it, rather than what he gets for his principal. But even he does not like to buy nondescript goods when they are in competition with others of a well-known brand. He lays himself open to criticism by "trying out an unknown," as his critics in the opposite political camp can easily point out. If his political career is to be successful, the politician must avoid the appearance of evil-and the unbought advertised brand is a tough nut for him to crack.

"In the larger and better governed cities," says an ex-salesman of fire-fighting apparatus, "where the fire departments are given a budget and order their supplies and equipment with little or no interference from a political body, selling to them is a strictly business transaction. The fire chief is presumably as much interested in securing high-class, dependable equipment as the purchasing agent of any commercial line of like

magnitude.

"This state of affairs is usually but not always true of the smaller cities also. But in the latter the requisitions from the fire department have to be passed upon by a committee made up of politicians who too often are more interested in getting something for themselves than in providing the municipality with the best values to be

"Even some of the reputable manufacturers find it necessary in dealing with this class of customers to leave prices altogether to their-salesmen, who fix the price according to the expense of making the sale. Of course the thing bought has to be of sufficient merit so that it will not be too

open to criticism—good enough, in fact, so that they can get away with it—but the prices paid are 'something awful.' I quit the business because I could not look

myself in the face."

Too often manufacturers of municipal supplies used in large quantities have not understood the value of advertising. Manufacturers of paving material were among the first to appreciate the value of selling their product to the people of a city by advertising, for it is the taxpayers who are the real purchasers. Warren's Bithulithic, Tarvia and some of the paving-brick manufacturers have been consistent advertisers for a number of years.

STRAIGHT ADVERTISING TO SELL MU-NICIPALITIES

The Ahrens-Fox Fire Engine Co. of Cincinnati is now making an unusual effort through one of the trade publications to convince firemen of the country of the superiority of its engine. Two-page spreads have been used in several advertisements of the series, part of which has been in two and three colors. The copy goes into details concerning a test that was given an engine in New York, where water was forced to the fifty-eighth story of the Wool-worth Building with a nozzle pressure of fifty pounds at that height.

Photographs and official records are also given in a series of folders that have been sent to fire chiefs, all gotten up in the approved prestige - building style. They have the unmistakable purpose of selling the firemen on Ahrens-Fox quality and bear every evidence of confidence in the final results if the heads of the fire departments are convinced of that quality. Other copy in the trade magazine emphasizes the long service of the engines, the

of

led on

igh, in away d are t the t look

s of large

d the ufacwere e the ct to ising, e the

thu-

have

or a

MU-

gine

ting

of nce suage

ral

art

nto vas rk, the olzle at ds

re

r-

n

622,892

Was the NET PAID Daily Average Circulation for Six Months ending Sept. 30, 1920, of the

NEWYORK

On April 28, 1920, the New York Evening Journal increased its price to 3c a copy, while its competitors remained at 2c.

The wonderful loyalty of its readers demonstrated that it was impossible for any other newspaper to secure the Evening Journal readers. Gradually the different New York evening newspapers increased their price, until now they are all selling at 3c.

The NET PAID Daily Average Circulation of the New York Evening Journal for September, 1920, was

647,895

The Largest Circulation of any Daily Newspaper in the United States.

LEADS IN DISPLAY ADVERTISING

The New York Evening Journal printed during the month of September, 1920, MORE DISPLAY ADVERTISING than any other New York Evening Newspaper.

Member of Audit Bureau of Circulations

More than **600,000**

Women in Great Britain

buy

"Fashions for All"

"Home Fashions"

"Children's Dress"

These are high-class illustrated Fashion Monthlies and their advertisement pages offer a most profitable means of appealing to the women of Great Britain.

(Size of page, 10) ins. × 71 ins.)

\$1000 per page and pro rata

> W. B. ROBERTSON, Advertisement Manager, The Fleetway House, LONDON, E.C. 4, ENGLAND.

first of which gave its initial performance in Cincinnati in 1853, which was said to be the first successful steam fire-engine.

Selling the firemen on the quality of the product through advertising marks an advancement in the marketing of fire-fighting apparatus. Not only the chief should be sold, but every member of the department should be told the story of every piece of apparatus through the manufacturers' literature. In departments not interfered with by political influence there is the same advantage to be gained as in any other line of machinery. Perhaps more than in most lines, for each fireman feels a proprietary interest in the equipment of his company, and exerts proportionately more influence with the one who makes the last decision than in commercial lines.

In the less fortunate places, where political pull is one of the forces encountered, if the firemen are well sold on quality apparatus they are in a much stronger posi-tion to sell it to the committee which has the purchasing power. Indeed, if they can back up their judgment by facts and figures, and present their case at its best, they may even coerce the "committee" into doing the thing it ought to do. If that can be done with such a line of copy as the Ahrens-Fox people are using, advertising at a comparatively light expense to the manufacturers will perform a valuable service both for them and for the ones who finally pay for the equipment. It seems logical, and Mr. Fox, president of the company, expresses satisfac-tion with the progress that is being made.

The Government's Foreign Trade Policy

IN a technical, foreign-office, sense the United States Government has no foreign trade policy. That is to say, there is no settled, guiding principle that is used either as a test in our legislation bearing on foreign trade or

in the negotiation of our treaties. In a non-technical sense we have a foreign trade policy today, and it is a policy of encouraging the export trade. That is

why our banking laws have been liberalized to enable us to get into overseas banking. That is why the Edge law, to provide for long-term financing of business abroad, was put on the statute

It is the moving reason for the Webb-Pomerene law for cooperative export undertakings. It is the impulse in back of the Jones Shipping Law which speaks for the development and maintenance of an adequate American merchant marine, an American shipping classification bureau, a proper development of American

marine insurance. To promote exports-that's the sole purpose, practically, of the Bureau of Foreign and Domestic Commerce, upon which we now spend close to a million dollars a year and ought to spend more. It's the reason we now have twenty-four commercial attachés and resident trade commissioners abroad. It's the reason our consular service has been developed into the best professional consular service in the world. sular service in the world. This year when a Congressional committee recommended the abolition of the commercial attachés, American business men made such a vigorous protest that the committee was overwhelmingly voted down on the floor of the House and the appropriation was restored and actually increased by the Senate.

Yes, we have distinctly a policy of encouragement of exports-and that policy will continue in 1921 and after, regardless of the results of the coming election. Both the Presidential candidates have come out clearly and openly and de-clared in favor of it, and the business men of the country will give them assurance of the need for it and their support of it-Chauncey D. Snow, Manager, Foreign Division, Chamber of Commerce of the United States, before Boston Export Round Table.

"Hard Work" Proves a Drawing Card in Help Wanted Advertising

Carpenters and Joiners Fill the Ranks at Hog Island in Answer to Copy That Hit "Between the Eyes"

By Roy Dickinson

PROMINENT manufacturer A PROMINENT manual recently stated as his opinion that much of the so-called labor advertising defeated its own purpose. He said that he had talked to some of the men in his own plant and if there was anything they disliked more than another it was being pictured in tremendous size, wearing funny looking little paper hats, and with knotted muscles sticking out of open shirt fronts. This man is sales manage for a large national advertiser, and he had tried to apply some of the psychology of his own sales force to those men in his own plant.

"Every time we assume," says he, "that labor is a class set off by itself, and when we write class advertising to appeal to them, we are steering right into the hands of the radicals who try to create

class consciousness."

The average man who works with his hands does not like to have it assumed that he is either a trained seal, a fat, happy, contented bovine, or that, because he does work with his hands, he is interested in loafing on the job and restricting production. The average man resents the mass of general statements which have been scattered promiscuously abroad and which many men would like to apply to each and every working man everywhere. In advertising to him it has been proved by many concerns that have gone into the market to get labor that one of the main selling points is steadiness of employment. A man with a wife and family to support would far rather work fifty-two weeks a year and be assured of this steady employment at a reasonable price than to work for high wages in hectic

hops, skips and jumps, being laid off in slack times to be kept after for 100 per cent production in busy times.

It has been said that industrial unrest will not be helped to any appreciable extent until it is some day made possible to find a full twelve months a year job for



A STRAIGHT APPEAL TO THE MAN WHO DOESN'T SHIRK

every man, and then to arrange on that basis a proper yearly wage. It has been shown in pre-vious articles in PRINTERS' INK how the public has a definite responsibility in the premises. The factory might with justice say to the public, which insists upon all year round production, "We cannot give you efficient and happy production unless you do your part to make sure that in meeting your irregular and highly seasonalized wants we shall not put our business on a highly sea-

Pictorial Review

We recently published the advertising figures for the September issue of Pictorial Review. These figures showed that Pictorial Review gained more space (both in volume and percentage) than any woman's magazine in our field.

The October figures show the same results:

OCTOBER ISSUES

Lineage	Percentage
GAIN	GAIN
15,770 lines	22%
No Gain	No Gain
4,791 lines	7%
8,880 lines	17%
	GAIN 15,770 lines No Gain 4,791 lines

Pictorial Review carried in the October, 1920, issue, 73½ columns of advertising more than the Woman's Home Companion.

Pictorial Review carried in the October, 1920, issue, 130½ columns of advertising more than Delineator.

lane Block

Advertising Director

"Coloroffset" Advertising

Color in direct-by-mail advertising is most effective in securing wider distribution for your product—

The quality of printing secured by Stubbs Offset Method and the service rendered by the Stubbs Company facilitates your efforts to the maximum in accomplishing this result.

THE STUBBS CO.

OFFSET PRINTERS

Main Office and Works

Detroit

Chicago Sales Office

Cleveland Sales Office 721 Engineers Bldg.



Oct.

in pro
It
time a
kind
addre
who
plant
being
dustr
Gee

Phila a rea that They lem other be fa tising

lesso faced eithe bette derst capit verti gest tunit were talize

by a taini varie join write emp poin the

seve

wor phasoper a m dur atte a m and adv

wer gan imp Geo fac "M sonalized plane with peaks and valleys which make for jumpiness in production and in employment."

020

It has been proved time and time again that men do respond to the appeal of steady work. What kind of copy is the right sort to address to the men and women who are potential workers in the plant is now a question which is being asked by many a large in-

dustry.

Geo. W. Smith & Co., Inc., of Philadelphia, found that they had a real problem on their hands—that of securing man power. They decided to meet this problem by advertising, just as any other merchandising problem can be faced with the help of advertision.

The fact that the advertising done on a straight level and directed right between the eyes brought results should have a lesson for other men who are faced with labor advertising, either to secure more workers, better production, or a better understanding of the joint needs of capital and labor. The first advertisements, "Hog Island's Big-gest Splash," and "An Opportunity for Carpenters and Joiners," were put together quickly to capitalize on the timely launching of seven ships. These were followed by a series of advertisements containing small pencil sketches of various phases of carpenters' and joiners' work. The copy was written to exaggerate and place emphasis upon certain big talking points which they had to offer to

the workers.

In the first advertisement the words set in bold type for emphasis were, "the yard will be open to the public" and "this is a man's size job." It was found during the war that focussing the attention of the community upon a man's work aided in production and gave him more pride. In this advertising that addressed, as it were, the bleachers in the big ball game, much was accomplished in improving industrial morale, and Geo. W. Smith & Co. utilized this fact in their first advertisement. "Make good on this job," said one

piece of copy, "and you won't have to worry about watching your pay envelope for the next two years. Steady work when work is scarce. All inside work. No time lost." And the rest of the advertisement was devoted to telling about the locality of the place. Instead of assuming, that the men they wanted to reach were low producers and loafed on the job, this "Here's your chance," it said. took a different "It's no place for mollycoddles, this 'tween decks or top side work on ships, but if you're looking for steady, long-time ship work, come on." "Carpenters and joiners have a chance to get steady work, and when winter gets in a knockout, they'll still be on the job with inside work. Think of that! Get it? Then bring your tools and say, 'Let's go-I'm a glutton for

There is surely no attempt made to get men under any false pretenses, no effort to sell a man on easy work, when the following piece of copy is considered:

on easy work, when the following piece of copy is considered:

"If a man's job don't lay you out, you carpenters and joiners can get a real man's pay with us. Bring your tools along and let's get to work on a he-man's job. Inside woodwork for thirty ships at Hog Island is a big order, but if you make good on that you'll be drawing a fat pay envelope on ship work for the next two years."

That a frank statement of facts, a refusal of the soft pedal on the fact that the work is difficult, and a square, straight-from-the-shoulder wording of the advertisement pays is proved by the results which Geo. W. Smith & Co. secured. The entire lot of jobs was not only filled, coincident with the ending of the campaign, but in addition, enough workers were secured for a large number of vacancies in the West Philadelphia plant of the same company, and in addition, a number of applicants were sent to other members of the Association of Woodworkers. Talking out frankly on the level seems to be an efficient method of advertising to or for men who work with their hands,

Nursery Practices in Dealing with Cancellation Evil

Plan of Including a Cancellation Penalty in Order Form Proves an Effective Check

S OME time ago PRINTERS' INK made a survey of business conditions in many lines of industry for the purpose of informing its readers how various manufacturers are dealing with the problem of the cancellation of orders from retailers. An article on the subject appeared in the issue of July 1, entitled "What Can Be Done to Prevent Cancellation?"

As the prosperity of the country increases, and goods of all kinds are in great demand, the cancellation problem diminishes to the vanishing point. When the business barometer starts to fall, order cancellations begin to increase. In the tendency toward normal business conditions manifested during recent months, firms in a great many lines of business have found it increasingly difficult to deal with unlooked for cancellations from retailers.

The question goes back naturally to decreased buying activity on the part of the consuming public. Conditions differ in almost every business. The cause-and-effect chain is sometimes simple and sometimes complicated, depending upon the nature of the commodity, whether luxury or necessity, and upon the merchandising cycle. Labor, raw materials, fuel and taxes play their part and the peculiar conditions surrounding each factor in the distributing system. Cancellations are easy or difficult to deal with, depending upon the elements involved. Where the contact is direct between manufacturer and ultimate consumer the problem is much simpler than where wholesaler and retailer in-

The investigation made a few months ago covered the subject in the large. An effort was made to direct attention to general causes and to suggest fundamental remedies. A number of methods were described for getting weak-kneed buyers to accept ordered merchandise.

A description of how firms in the nursery business handle cancellations will be interesting as a specific firstance of a way found effective in one line of business. Nurseries generally sell their goods through agents working on commission.

MUST LIVE UP TO TERMS

E. H. Balco, sales manager of the National Nurseries, Lawrence, Kansas, says:

"Preventing cancellations is a problem we wrestled with for a good many years. We have partly solved it by including a cancellation penalty in the contracts with our customers. Our goods are sold through salesmen to farmers and home owners in the towns, and we require the signature of every customer to the order, which comes in the shape of a contract.

"Among other things, the contract provides that order is not subject to countermand or cancellation by the customer, unless a written notice is sent to our office thirty days prior to the time the goods are ordered for shipment, and accompanied with a remittance to reimburse us for expenses incurred in the order before shipment, such as agents' commissions, preparation of the goods, etc.

"When customers write us requesting cancellation we call attention to the terms of their contract and agree to cancel their order upon receipt of remittance for the proper amount. A few will remit, but in most cases we can get the customer to accept goods upon delivery.

goods upon delivery.

"This is not a 'cure-all,' and might not be applicable to other lines, but with us it has reduced the requests for cancellation to a minimum."

th

es an

merns in
canas a
ound
iness,
their

r of ence,

or a artly

with

wns,

der,

not

cel-

fice

the ent,

nit-

be-

he he

at-

eir

ce

ve

pt

ıd

d



FRANK SEAMAN

INCORPORATED

Announce

that the Manager of their Foreign Department

Mr. FRANK A. ARNOLD

will leave for Europe on October 20th, visiting England, France, Belgium and Holland for the purpose of studying advertising and merchandising conditions at close range.

The services of Mr. Arnold are available to a limited degree for the purpose of personal and confidential investigation, provided such assignments do not conflict with those already undertaken.

FRANK SEAMAN

INCORPORATED

Foreign and Domestic Advertising

470 Fourth Avenue, cor. 32nd Street New York City

Chicago Office: Monroe Building Monroe Street and Michigan Avenue

Associated with Mather and Crowther, Ltd., London, Eng.

Oct.

arisi do :

than to c

good

N. Y

wish

of t

sent

apply he n

restri

be en the the by us "Ti

cance

receiv

custor

orders

Instea in the "Th

is po

where

salesn

year,

the c

period "Th

Piano— Talking Machine— Other Musical Instrument Manufacturers

Somebody is going to get the trade of an organization with over one million members occupying 2,700 club houses and opening a new club house every five days.

Is that somebody you?

Buying agents for the musical needs of the Y. M. C. A. are open to argument regarding the merits of your product. Incidentally—their use in the club houses will have an enormous influence on the individual purchases of the members.

Write "Association Men," the official organ of the Y. M. C. A. for full details of the effective way to reach this big field.

Our service to advertisers insures unusual results. Ask about it.

347 Madison Avenue New York City New York

Western Office 19 So. La Salle Street Chicago, Ill. 020

George J. Kaelber, of Brown rothers Company, Rochester, Brothers

N. Y., said:

"We have very little trouble arising from this source, and I do not think that we are ever called upon in any season by more than one per cent of our customers to cancel the orders which they have given our agents, and in most of these cases we usually succeed through a little correspondence in getting them to change their minds and accept the goods."

C. O. Warner, general manager of Rice Brothers Co., Geneva,

N. Y., has this to say:

"When a customer writes in and wishes his order cancelled we make him this proposition: Rewe mit to us 40 per cent of the amount of the original order and we will give credit for the amount sent in and allow that credit to apply upon any future order that he may place with us, the only restriction being that the new order shall be of an amount equal to the order cancelled and shall be entered at prices in effect at the time the order is received by us.

"This policy is followed upon cancellations received early in the season. If the cancellations are received late in the season, we hold the customer responsible and strictly to the terms of contract. putting it up to him that if he cannot use the goods it will be necessary for him to resell the same and avoid loss."

Many nursery firms have a printed form which they mail to customers who wish to cancel their orders. It contains the following paragraph:

"The Reason Why Contracts Instead of Orders Are Necessary

in the Nursery Business:

"The shipment of nursery stock is possible only during the two short seasons, fall and spring, whereas the orders are taken by salesmen throughout the whole year, making it necessary to carry the contracts for a considerable period.

"The salesmen must be paid for their work, and their compensation is arranged on a commission basis.

"The salesman must be paid for every order which he sends us that has been properly signed by a responsible customer, and this explains why a contract instead of an order is necessary.

"At that time we invest a cer-tain amount of money in the transaction, which, if represented

simply by an order which could be cancelled at will, would mean large losses on account of cancelled orders."

Concerns in other lines of business may have found effective means of overcoming the cancellation problem. It would be interesting to hear from them.

"Your Druggist Is More Than a Merchant"

a Merchant' Johnson & Johnson have an electric sign in New Brunswick, N. J., 115 feet long and 31 feet high on the roof of their office building, easily seen from Pennsylvania Railroad trains. In their house-organ, the "Red Cross Messenger," is told the reason for the sign, which reads:
"Your Druggist Is More Than a Merchant."
"We wanted an easily remembered sentence that would sum up the advantages of dealing with the druggist.

yantages of dealing with the drug-gist. "This sentence aroused such favor-able comment from the trade that we have introduced it in our national ad-vertising. It has opened new lines of thought about the druggist and his busi-

thought about the druggist and his business.

"If there was ever a time when the druggist needed to hold his head high and sealously guard his professional reputation it is right now. There are ill-advised, narrow-minded notoriety seekers at large. To attract attention to themselves they would trample upon the hard-earned prestige of the profession. The failure of prohibition enforcement and the prevalence of narcotio addicts they are ready to charge against pharmacy.

"This is harmful—unless the public mind is consistently trained to think of pharmacy as more than a commercial enterprise, and to think of the druggist as a scientifically trained pharmacist safeguarding the health of the community. And we are trying to so train the public mind."

W. R. Harvey with "Industrial Power"

William Riley Harvey, who has represented The Literary Digest for the last five years, has been made Western advertising manager of Industrial Power, Chicago.

Selling a Bank through Human Advertising

How a Chicago Institution Utilizes Merchandising Methods to Make In Customers Feel "At Home"

WHEN the average person goes into a bank he does so with a feeling much like awe. He is in the presence of money, the thing that helps make the world go around. He is not his natural self and cannot appear at his best.

He can go to the grocer and buy a pound of butter or some sugar—if the grocer has any and display no apologetic attitude or feeling of smallness. He never thinks of entering any business institution with a hat-in-hand manner—always excepting a garage—until he comes to a bank. "The reason for this," said W.

"The reason for this," said W. Frank McClure, advertising manager of the Fort Dearborn National Bank of Chicago, "is largely due to the fact that bank advertising has been of the ultra-dignified type appealing mainly to men of recognized financial standing.

"A bank is an institution of the It needs the people's money. It wants to loan people money. Otherwise it could not That there is an artificially dignified air about some big banks that repel people in general is not at all because the bank officials want it that way. It is because advertising has not had a chance to bring to bear its humanizing influence in the right quarters. It is the fault of the advertising—or perhaps on ac-count of the lack of advertising that people do not understand the bank for what it really is. The bank has merchandise to sell just as truly as has the grocer, the druggist or the furniture man. It wants the people to believe in it and its goods. The right kind of advertising is going to bring about this highly desirable condition."

A year ago the Fort Dearborn National Bank put into practical effect a campaign of the humanizing kind of advertising of which Mr. McClure speaks. Go into that bank to-day and one of the

first things that impresses you is the absence of that stiff sort of dignity which people by common consent have come to associate with financial institutions. All around the rooms in the savings department on the first floor and the general banking rooms on the second there is rather a lavish display of advertising matter. On the second floor were counted more than twenty lithographed cards displayed on the various tellers' cages inviting depositors and others to ask for the Fort Dearborn magazine. There was a considerable quantity of cards calling attention to the good investments to be made in the bank's bond department. More cards solicited savings accounts and conhuman-interest material showing the advantages of saving.

As one looks upon all this advertising matter, he gets the idea that a bank is a business institution more after the idea of a store. He loses his diffidence and accumulates the idea that there is a human institution carried on by ordinary people like himself. In other words the bank believes in its goods, speaks out boldly in print concerning them and spreads the printed messages rather lavishly around over the institution.

The whole scheme of the Fort Dearborn advertising is based on an advanced conception of what publicity for a bank should be. Yet it utilizes and adapts the same principles used in putting over almost any other kind of merchandising proposition. It is interesting among other things in that it lays much stress on the strength and benefits of indirect advertising and also proceeds on the basis that there is much more to advertising than the mere use of printed matter.

Broadly speaking, the Fort Dearborn bank's advertising centers around four general divian

ake In

you is ort of mmon sociate

avings

or and

on the lavish r. On

unted

aphed arious sitors

Fort

W45 1 cards

d inank's S 90-

con-

terial ving.

ad-idea

titu-

tore.

iccuis a by

In

s in r in

eads

lav-

tion. Fort

hat

be. ame al-

an-

est-

t it

gth tis-

sis ad-

of

ort n-

Reaching Ten Million Children **Through Teacher Cooperation**

Health and Hygiene as now taught in our public schools, does not stop with the classroom lessons. The modern teacher asks how the child lives, what kind of food and how it is prepared, what kind of clothes and how they are

It has been found that teachers will co-operate with any manufacturer who produces an article, the use of which will benefit the child-even to the extent of advocating its

This teacher co-operation can best be secured through advertising in

Normal Instructor-Primary Plans

150,000 Circulation Among Superintendents, Principals and Teachers

This publication was selected by Rice & Hutchins for ten full page EDUCATOR SHOE advertisements to appear during the school year from September 1920 to June 1921 inclusive.

We quote from their Dealer Portfolio:

"This year Rice & Hutchins will enlist the cooperation of school teachers in educating children to wear correct, foot-shaped shoes—Educator shoes. The boys and girls of to-day are the men and women of to-morrow. And by getting them interested in Educator Shoes early in life, we are building up a continuous patronage for every merchant selling Educator Shoes. We have prepared Educator advertisements, written to interest teachers and principals and secure their cooperation. These advertisements will appear all through the school year in Normal Instructor-Primary Plans that is read by nearly all school teachers."

Let us tell you how you can utilize the tremendous influence of this publication to the benefit of your business through Teacher Co-Operation.

F. A. OWEN PUBLISHING COMPANY, DANSVILLE, N. Y.

CHICAGO OFFICE 708-10 Republic Building C E. GARDNER

NEW YORK OFFICE 110 West 34th Street C. J. KREIDLER Eastern Representative

WAS TO SEE THE PROPERTY OF THE PARTY OF THE

Oct.

paig Chic is the a copers

thro

coun

new on with

hon Mr.

INI

dee

are its in

der

bar

pri

501

do

lus

rig

tic

ga

ce

th

ar

Are All of Your Branch Stores "Under Your Thumb?"

JF you are a manufacturer or specialty jobber selling at retail through a number of branches—are you guiding them in everything—including advertising?

We presumed that there was only one way in which this subject could be handled until one manufacturer told us he could not control his branch managers in the matter of advertising.

We know of no place where there is greater need of seasoned advertising experience than in the administration of advertising in branch stores.

We have worked out a system for handling the advertising from a central point so that it may be placed every day in as many branches as you choose and in accordance with absolutely set and unvarying policies.

If this branch store problem has caused you any concern, let us talk it over with you. We can show you how the whole matter can be reduced to a science—how the business of every branch may be charted and graphed in its relation to advertising.

Write to us and an interview will be arranged.

Matteson Fogarty Jordan Co. Advertising

140 North Dearborn Street. Chicago Telephones Gentral 5820-5821

CONTRACTOR OF THE PROPERTY OF THE PARTY OF T

7, 2020

マンシャンスをいるが、人

sions. A new kind of local campaign is being carried out in the Chicago newspapers. Then there is the bank's magazine. Next is a carefully organized series of personally conducted tours personally through the banking plant. Also the closest advertising relations are cultivated with the 1,200 correspondent banks all over the country.

A considerable part of the local newspaper campaign is conducted on the idea of boosting Chicago with the bank's name mentioned

only incidentally.

"It takes a longer time to bring home the bacon by this method," Mr. McClure said to PRINTERS' INK, "but once here it is here indeed. If the people of Chicago are going to have a sturdy faith in its institutions they must believe in the city itself. The historic name of our bank gives us a wonderful opportunity to link up the bank with the city and to make pride in the city be reflected in be-lief in the bank."

Mr. McClure in the above paragraph gave utterance to the soundest kind of advertising wisdom that ought to have the attention of town boosters and all concerns interested in institutional publicity. There are plenty of il-lustrative examples to be found

right in Chicago,

For example, the stockyards interests, attacked from almost every angle, put on an institu-tional campaign designed to get them right with the people. The gas company, after getting its recent increase in rates, advertises in an effort to sell the people on the fairness of the increase. The traction lines use advertising in an effort to minimize the public sentiment that has been stirred up against them.

There are those who believe that the interests of all these con-. cerns, public utilities and otherwise, could best be conserved in a united advertising campaign designed to sell the people of Chicago upon the city as a whole. If they believe in the city and are proud of it, it is all the easier for the institutions in the town to get in right with the

people whom they want to serve. The Fort Dearborn bank, very wisely concluding that well-di-rected boosting of the city will redound to its own benefit, has started a series of newspaper advertisements under the general heading of "For a Greater Chi-cago." Through this series it will endeavor to interpret the various lines of Chicago industry, the number of men employed in each, volume of the business in the Chicago area and other vital facts.

Each advertisement is backed up by special bulletins giving a wide variety of information about the particular industry advertised.

Supplementing the newspaper campaign in behalf of a greater Chicago is the Fort Dearborn magazine. Nominally this is the bank's house-organ. But about the only mention of the bank you can find is its name on the cover. It is really a Chicago magazine with historic, general and booster articles. An idea of its purposes can be gained from reading the titles of some of the articles in the midsummer number. include such subjects as "Progress include such subjects as "Progress in Making Chicago a Seaport,"
"Everyday Problems of Home Finance," "We Need a European Trade Policy," "Battle on the Prairie," "Chicago Invented Industrial Movies," "How a Great Bank Was Started," "Chicago's Historic Fourths of July."

A highly resultful branch of the bank's advertising is in the stu-

bank's advertising is in the stu-dents' educational tours. Nearly every day and sometimes two or three times a day parties of twenty-five are taken through the bank under expert guidance and shown details as bookkeeping by machinery; the massive vaults, one of which always contains a million dollars in cash; the for-eign department where the Chinese count their deposits upon a thon pon, and many other features of absorbing interest. School teachers, college and high school leaders of industrial students, study clubs and others may arrange for tours by writing or tel-

ephoning the bank.

The object of this plan," said

Mr. McClure, "is to let the greatest possible variety of people come into personal contact with the bank, its officers and its personnel. One of these tours will do more than any amount of writing to show the people that the bank is a human institution and that after all there is no cause for all this awe and diffidence in en-

tering its doors.

"When people are afraid of banks it is because they do not understand banks. Seeing a great institution at work is the very best method of showing what it is and what it can do. It is by no means personal pride and a desire to show off that prompts us to conduct these tours. There are the soundest of business and advertising reasons behind the plan. The purpose of all advertising, as you have said several times in PRINTERS' INK, is to get people into the store. We think the same thing will work out resultfully in the bank."

Several times a year the Fort Dearborn sends to its 1,200 correspondent banks a large sheet containing copies of all the news-paper advertisements it has run at intervals and tells the smaller bank how it can adapt this publicity matter to its individual The sheet also has articles of a general nature which can. be run in the local newspapers. These are written in such a way that they are not direct advertisements for anybody in particular but are strong town-boosting material and therefore will be welcomed by the editors.

A strong effort is made to show the correspondent banks that the basic principle of successful bank advertising, as the Fort Dearborn understands it, is the upbuilding of the town in which the bank is located. Accordingly there are being spread all over the country the seeds of forceful, well-directed town-boosting campaigns which will benefit all industries in the towns as well as the banks pro-

moting them.

The correspondent banks are not charged for this service. If any art work is necessary that cannot be got locally the Fort Dearborn bank will undertake to fill the local bank's need in this respect at cost.

Huber Hoge Forms Agency in New York

Huber Hoge, who had been with Frank Seaman, Inc., New York, for twelve years, and who resigned from that agency last June, formally opened the Huber Hoge, Inc., advertising agency at New York on October 1.

Richard Boren, Mrs. M. McCreedy, Harry Sutton and Thomas G. Mills are members of the staff of the Hoge Agency. Mr. Boren has been engaged in copy work for the Seaman agency and has been with Eugene McGuckin Co. as production manager and with N. and has been with Eugene McGuckin Co. as production manager and with N. W. Ayer & Son. Mrs. McCreedy has been with the Seaman agency and N. W. Ayer & Son. Mr. Sutton, who will have charge of the control department of the agency, was recently with the Essex Engraving Company. Mr. Mills will have charge of accounting and contracts.

Victor Leonard, of the Household Products Company, is affiliated with this agency. Mr. Leonard will, however, continue in his work for the Household

John M. Imrie Buys Hamilton "Times"

John M. Imrie, who for some years has been manager of the Canadian Press Association and lately manager of the Canadian Daily Newspapers Association, has purchased the Hamilton, Ont. Times, daily, Semi-Weekly Times, Times job-printing plant and the business of the Canada Ready Print Co. The Times was established in 1837 as a weekly newspaper and has been published as a daily continuously since 1853. The Ontario Newspapers Co. has been incorporated with Mr. Imrie as president and managing director. dent and managing director.

Franklin Company, New Agency in New York

The Franklin Company, an advertising agency, has been established at New York by Maxwell Bruckenstein, recently with the New York City Car Advertising Company, and B. S. Miller, formerly with the New York

E. W. Hatch Joins Rankin Agency

E. W. Hatch, formerly with the J. Walter Thompson Company at Chicago, has joined the copy department of the Wm. H. Rankin Company.

H. H. Heth, recently with the A. W. Shaw Company, has joined the copy staff of the Snitzler-Warner Co., advertising agency of Chicago.

ke to

cy in



Appealing to Women in Advertising

FIFTY percent of all advertising matter is intended to appeal to women. Does it appeal to them 100%? A booklet may be written as interestingly as you please—but it fails of 100% effectiveness if it is cold and unfeminine in appearance.

But clothe its text with the luxury and daintiness of a luxurious, dainty Strathmore Paper and you add all the power of suggestion to all the logic of words.

We have prepared an interesting series on Expressive Advertising demonstrating the power of suggestion and sense appeal inherent in Paper, Type, Illustration and Color. We will gladly send you the series upon request.

> Strathmore Paper Company, Mittineague, Mass., U. S. A.

"You have a printer who knows"

Strathmore-Expressive Papers





on, les, leshe a lbi3. en

8-11 1, r

wag

stin

the the vid and eas

lon

not era wa

ch

the

dr



Fifty Wealthy Kentucky Counties Use Lexington as a Buying Centre

Five Blue Grass county seats, all within a radius of 20 miles, are practically suburbs of Lexington, with hourly interurban service and daily truck deliveries.

Tobacco, grain, blooded live stock, timber, coal and oil—basic products in the nation's prosperity—Eastern Kentucky is famous the country over for any one of these. Their combination makes the Lexington district one of the richest diversified product sections in the world.

The only morning newspaper in Lexington is the medium which covers every section of Eastern Kentucky. You can come pretty close to controlling this rich market by advertising in

The Lexington HERALD

For further information address the HERALD'S Service Department, Lexington, Ky., or

JOHN M. BRANHAM CO. Foreign Representatives

Chicago New York St. Louis Detroit Atlanta Kansas City San Francisco

Lower Price Levels Will Better Credits

As Prices Begin to Regain Their Old Relation to Gold Standard Inflation of Credit Will Begin to Disappear

By George E. Roberts

Vice-President, National City Bank, New York

TT

THE inflated state of bank credit and the inflated state of wages and prices of to-day are the result of supplying credit without stint at a time when there were practically unlimited demands upon the industries. The new powers of the Federal Reserve System provided the facilities for expansion, and they were freely used. It is easy to settle wage controversies so long as increased costs can be added to the price of the product, and this has been the policy.

Evidently this movement could not go on indefinitely. The Federal Reserve Board has given warning that in the interest of security and stability to industry the expansion of credit must be checked. The gold holdings of the Reserve Banks are no longer increasing, but declining. The warning is not threatening; no drastic policy of contraction is proposed; but the country is told that it should pay up the bank loans which are secured by Government paper, and do business within the facilities supplied by the present volume of credit.

It is well to understand what this means. It means that if the country is to handle the same volume of commodities now as in 1919 it must be done at no higher level of prices. If prices are to be pushed up by higher wages, higher prices for coal, higher railway charges, and so forth, there will have to be curtailment somewhere of the amount of business done, so that the total volume will be within the credit facilities of the banking system. If the volume of exchanges increases, it must be handled with a correspondingly smaller proportion of credit, or at a lower level of prices. The policy will be to make

credit cost more, to exercise a more stringent supervision over the uses to which it is put, and to hold a close rein over business

expansion everywhere.

On the other hand, there is danger that restriction, unless wisely directed, will tend to curtail production, which would be very undesirable. The chief influence for accomplishing deflation must be increased production. As the price level comes down the credit set free should be permanently retired, at least to the extent of clearing the Federal Reserve Banks.

CREDIT CONTRACTION MUST BE GRADUAL

The same situation which we find here is also to be found, in many cases, in a more intense degree, in the other principal countries of the world. The stoppage of normal gold shipments in international commerce, the borrowings by governments on an unprecedented scale, the great rise in the cost of all kinds of materials, above all, the tremendous exhaustion of economic resources caused by the waste of war itself, and the unproductiveness of millions of men during several years, necessitated the granting of credits for governmental use, and for private business, on a scale which had never before been known.

As a result, there is a world-wide inflation of credit; prices have lost their old relation to the gold standard, and the whole world is facing the necessity of bringing about deflation as soon as conditions will permit. There is no doubt about the importance of deflation, but an abrupt contraction of credit, particularly in the ordinary requirements of business, would be harmful rather

than beneficial. It is important that inflation, in so far as it springs from excessive speculation in markets or commodities, be restricted. However, it is not feasible to reduce rapidly the amount of credit which industrial and mercantile concerns are in the habit of using at a time when raw materials, wages, and the costs of all industrial and commercial operations are excessive.

The problem can only be solved by the application of good judgment to the requirements of individual cases. In the present situation of credit, generalization is difficult and unwise. Wages cannot be increased, the public cannot go on consuming more than ever, the banks cannot continually expand their loans, new capital cannot be found for the creation of fresh enterprises, in the face of diminished output. The policy of deflation, if not made too drastic, undoubtedly is the sound policy. The country should face about, and set itself to the task of reducing the enormous volume of indebtedness which chokes up the banking system. In other words, it should set itself to the task of really paying that portion of the war expenses which is still carried by the banks. Taxation should be made broad enough and general enough to divert some of the extravagant personal expenditures.

There is less occasion for concern over declining reserve percentages which result from exports of gold than in the case of declining percentages which result from increasing loans. The latter would show that inflation was still going on; the former is a process of debt-paying, and in view of our creditor position toward Europe and the size of our gold reserve, the losses are not in themselves alarming.

EXPORTS OF GOLD BENEFICIAL

There would be no danger in having gold reserves very much below the requirements of the Federal Reserve Act, if the low percentage were due to exports of gold and not to increasing liabilities. The latter is the thing to be feared. As has been said many times, a banking reserve should be regarded as a provision for use in emergencies. The strength of a 40 per cent reserve is in the amount stored up for an emergency.

The most important use for gold is in the foreign trade. The most effective means of keeping a country on a gold basis is by supplying gold for the foreign payments. Paper currency will answer the purpose at home, but foreign payments require either gold or foreign credits. It has been demonstrated over and over again that a comparatively small amount of gold will maintain a very large volume of credit so long as foreign drafts are supplied as needed. The gold exchange standard of India was a success for more than fifteen years, until all exchanges were deranged by the war. It need not be doubted that one-half of the gold held by the Federal Reserve Banks could be exported without disturbing the relations of our paper currency to gold.

While it is imperative that the country shall not go on increasing the volume of bank loans, it is also impracticable suddenly and rapidly to reduce them. There are two methods by which they may be reduced: first, by holding new and unnecessary enterprises in check and using accumulations of capital to pay off existing indebtedness and clean up the situation; second, as the result of the fall of prices which will naturally follow the increase of production as the world returns to more normal industrial conditions. The sit-uation should not be pressed beyond the accomplishment of these purposes because it cannot be without interfering with industry and production. Industrial disturbances, railway congestion, uncertainty about deliveries, high prices abroad, and similar causes compel the use of abnormal amounts of credit, and this fact cannot be disregarded. The situation should be dealt with firmly but considerably.

7, 1020

thing a said eserve

eserve

gold

suppayanbut ither

has

mall in a

sup-

s a

rere

not the

out

our

the

is nd re

es 18

The Religious Press Is Indispensable

and therefore permanent, even as religion is indispensable and permanent in human-kind,

Recognition of the place in human affairs held by the Religious Press is spreading. The Religious Press is at this moment under consideration for no fewer than twelve worth-while food product accounts. If food products, why not wearing apparel, talking machines, municipal bonds?

The Religious Press

is better equipped than ever in its centuryold history, with its six million market, to serve any worth-while product with its advertising influence.

For information address the Secretary,

The Religious Press Department
A. A. C. of W.
47 East 25th Street, New York City

00

goo

CON

wh ing

mo ing and abl

tha COV alti bec

wa inc

lim pri for

viz

WO aga PRI

Th

sta pre

un ge

tio

tio pr

ab

lai

fo lo

More than 6800 merchants handling "counter specialties" in the Philadelphia territory subscribe to the

More Than 6,500 Dealers in cigars and tobacco in the Philadelphia territory sub-scribe to the

RETAIL LEDGER

RETAIL LEDGER

Contract Rates

for the

RETAIL PUBLIC LEDGER

PHILADELPHIA, PA.

(Published twice a month by the Public Ledger Company, Cyrus H. K. Curtis, President)

					Six Issues	Twelve Issues	Eighteen Issues	Twenty-four Issues
Per	Agat	e line			\$.25	\$.23	\$.21	\$.20
10	lines	(mir	imum)	2.50	2.30	2.10	, 2.00
1 i	inch (14 li	nes)		. 3.50	3.22	2.94	2.80
3/16	page,	148	lines		37.00	34.04	31.08	29.60
36	46	297	44		74.25	68.31	62.37	59.40
3/4	44	594	44		148.50	136.62	124.74	118.80
12	64	1188	66	*****	297.00	273.24	249.48	237.60
34	66	1782	44		445.50	409.86	374.22	356.40
1	44	2376	44		594.00	546.48	498.96	475.20

Circulation 13,543

More Than 4,600 Grocers in the Philadelphia territory subscribe to the RETAIL LEDGER

Semi-Monthly

More Than 4,500 Dealers in confections and soft drinks in the Philadelphia territory
subscribe to the RETAIL LEDGER

Subscription

\$1 a Year

An actual scarcity of necessary goods exists the world over to-day, which means that the average consumption per individual must be less. It follows that the person who insists at this time upon having supply. It is something more in normal times is insisting upon more than his share of the existing supply. It is something more than a question between employers and employed; it is a question of fair distribution of the consumable goods. The whole argument that wages must be advanced to cover the rising costs of living, although plausible, is fallacious, because it assumes that each individual is entitled to have as much as though there was a full The effect of raising supply. wages under such conditions is to increase the demands upon the limited supply of goods and raise prices. There are two remedies for the situation, and only two, viz.: (1) personal economy; let every person reduce his purchases as much as possible; (2) increased production; let every person do his part in his own way to relieve the existing shortage and get the world back into easy conditions again.

PRICE ADJUSTMENT AT LOWER LEVEL

The prevailing opinion about prices is that an effective stop has been put to the upward move-ment, and there is a unanimous sentiment of relief over the fact. The endless round of rising wages and prices could not go on in-definitely. The sooner the rise was stopped the sooner might stable conditions be reached. The present state of suspension and uncertainty in the textiles and shoes will last until these trades get their bearings and determine their relation to the general situation. The curtailment of production is unfortunate, for the full product of these industries probably will be wanted. The cancellations, presumably, signify an effort to get the same goods at a lower price rather than that the goods will not be wanted at all. In other words, the cancellations are incidental to an expected re-

STANDARD RATE & DATA ERVICE

Space Buyers

Advertising Managers

everywhere proclaim it indispensable on these features COM-PLETENESS — ACCURACY — DEPENDABILITY — ACCESSI-BILITY.

Are you buying space blindfolded, hit-or-miss fashion, with only shotgun accuracy? Or are you forever searching files (over 90% obsolete) for information which is NOT there?

IT'S WASTE-DON'T DO IT!

We have eliminated this waste. You can NOW prepare schedules, make comparisons, constructive analysis, quickly and accurately with our service. Contains over one million answers to rate and circulation questions. No matter what you want to know—it's there—and it's right.

Revised and issued every month. Contains detailed rates, mechanical requirements and minute circulation analysis on—

—DAILY NEWSPAPERS
—GENERAL MAGAZINES
—WOMEN'S MAGAZINES

-AGRICULTURAL PAPERS -TRADE, CLASS & TECH-NICAL PERIODICALS

Any information in ten seconds. No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.

ASK ABOUT OUR FREE TRIAL OFFER

STANDARD RATE-DATA SERVICE

154 West Fort Street, Detroit, Mich.

Any Advertising Agency National Advertiser Publisher or Publishers' Representative

Insist on the "Standard" It Is

The National Authority
Oldest—most reliable
menthly rate service

Oct. 7

J. M. Kelly

is now a member of this organization.

He comes to us from San Francisco where his gorgeous color work made him one of the leading artists of the coast. That his services are now available for a representative Eastern clientele such as ours, speaks volumes for the furtherance of advertising art.

In common with all our staff, Mr. Kelly's work is done with a full knowledge of reproduction possibilities and limitations.



Louis C. Pedlar, Inc. Counsellors in Art

246 Fifth Avenue N. Y. City adjustment of prices upon a lower level.

As yet the chief characteristic of the disturbed markets is a paralysis of activity rather than a general fall of prices, although prices undoubtedly have been broken. Possibly the great distribution of clothing which took places last year, and which was incidental to the demobilization of the military forces, has put the country in position to do with smaller purchases of clothing this year. At any rate, there are strong indications that consumers will buy less of clothing and shoes at the high prices that have been prevailing than at lower prices, and that these trades will not have full employment unless costs are reduced. They may rest awhile and ponder over this fact.

Manufacturers find it necessary to carry larger stocks to be sure of having enough to keep their establishments running in all departments. Large stocks at the present level of prices are undoubtedly an element of danger.

Notwithstanding the stringency of credit and the heavy price declines that have occurred in some lines, the situation has been very free from insolvencies. A few important houses have been obliged to ask for extensions and in several instances committees have been appointed, but in all of these instances creditors have been satisfied that the parties were solvent and would be able to continue business. In some lines where there has been a very rapid expansion of production, as in silk manufacture, a good many small, new concerns that started with little capital have been obliged to cease operations, but their liabilities have not been large enough to occasion any disturb-ance. The general opinion among well-informed people is that the business structure of the country is far stronger than at any time of crisis in the past, and that a disturbing number of insolvencies is not likely to occur.

The great need of the time, in the midst of all the agitation, is a larger sense of responsibility to

7, 1020

lower eristic 18 2 than nough been distook Was on of the with this are mers and have ower will nless rest fact. sary sure heir dethe 1111ger. ncy deome ery im-

ged

evave ese atent tue еге Xilk ill th ed ir ge ng 10

ry

2 8

13

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

NINETEEN . TWENTY

Departmental meetings will open at 2 P. M. Thursday afternoon, October 14th. The basiness session begins promptly at 10 o'clock Friday merning, October 15th. Election of officers Friday afternoon at 2 o'clock.

A Reception and Banquet under the auspices of the A. B. C. and the A. A. A. Will be given in the ballroom of the Hotel Lafalle Friday night at 7 P. M., and will be the occasion for the formal inauguration of the national movement for the permanent American Merchant Marins.

AUDIT BUREAU OF CIRCULATIONS 202 S. State Street, Chicago, Ill.

Wisht it wuz like thus:



but alas! Alas! (Po ol Miz Romance!)

It'd be a lot more vivid and thrilling and everything if Oklahoma were even 2.75 per cent. what some Eastern folks seem to imagine it. Only it isn't; and it wasn't, wuss luck. It's the tenth State in farm-crop yields. This year near six hundred million dollars! So it shouldn't deeply surprise anyone to learn that

Many Oklahomans live in houses!!

About 45,000 of them live in Muskogee, in fact. Over 2,000 railwaymen's families among them. Spenders? You know it! But shrewd spenders. That's why it won't pay you to use The Phoenix unless you've got something to advertise to them that you'd buy yourself. But if you have—!

tell em ir Mus-k

Tell'em with

It had 13,761 average net paid in August, morning and Sunday, and it has the good-will of the live jobbers whom you need to cover an 88-mile traderadius that is just solid money!

Members Oklahoma Daily League

Special Representatives: JOHN M. BRANHAM COMPANY

Oct.

of ev

is ne

the f group welfa mote by n the s time Ther sciou class much

griev

rase.
It
every
industerm
its
mind
ducti
a we
eral
every

Pro

shar

Paristhat
Frena la
trade
chine
of f
the
marli
in l
of
itsel:
K
prod
butie
dert
on t

tofe quir thes matering are ing visit mar

be s

mar the chir table wou the Am . Z020

the whole social body on the part of every class and group. There is need of clearer appreciation of the fact that each individual and group is bound to seek its own welfare by means which also promote the welfare of all, and not by means which are harmful to the social body. This is not the time to emphasize group interests. There is too much class con-sciousness and exaggeration of class grievances. Nobody makes much headway by dwelling on his grievances, particularly if they are imaginary, which is usually the

It is perfectly certain that if every group and individual in the industrial organization would determine for the next year to give its best efforts to the singleminded purpose of increasing production so far as lies in its power, a wonderful improvement in general conditions would ensue and every group and individual would

share in the benefits.

Proposed French Trade-Mark Law Would Hamper Our Trade

Consul General A. M. Thackara, at Paris, has cabled the State Department that a bill has been presented to the French Parliament which, if it becomes a law, will seriously affect American trade with France in agricultural machinery. It is proposed that all articles of foreign manufacture imported from the United States must bear the trademark of makers, followed by the words in French, "Importe des Etats Unis," of the same size as the trade-mark itself.

Known American manufacturers who

itself.

Known American manufacturers who produce machines in series for distribution all over the world will not undertake, it is said, to place inscriptions on their products which would then only be suitable for the French market. The words "Made in U. S. A." have heretofere been sufficient to meet the requirements of every other country and these words are generally cast into the material of the machines.

It is also proposed that no article of foreign origin shall be allowed to be imported into France if similar articles are manufactured in that country bearing the same trade-mark. This provision will greatly handicap American manufacturers who import parts from the United States and complete the machines in factories which have been established in France. French farmers would find it difficult also to obtain the necessary repair parts to keep their American machines in good working order. order.

Circulation Plus Influence Tells

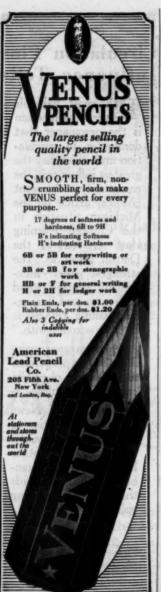
THE most valuable advertising medium is the newspaper that dominates in circulation and which has the greatest influence in the community. A recent political article on the Michigan situation in the Chicago Evening Post referred to the Detroit News as "the strongest paper-independent, aggressive and with a record for accomplishing things-it is to be reckoned with."

A newspaper accomplishes only in proportion to the degree of public confidence it holds.

The Detroit News has more circulation in Detroit and more public confidence than all other Detroit papers combined. The News leads the world in advertising volume.



Oct.



Setting a New Fashion in Advertising

There is a new fashion in advertising: Telling your losses. Steinhardt & Kelly, New York fruit distributors, who constantly say, "The world our orchard, and our market the world," have set the fashion. Under the caption, "Taking Our Medicine and Establishing a New Record," in full-page newspaper display they say:

"A loss of \$4,685.29 on one solitary car of cherries probably breaks all records and is probably breaks all records and is probably the highest loss ever suffered on any one car of fruit ever received on the New York market.

ket.

"Any concern will jump at a profit.
It takes a house of character, courage and financial solidity not to duck a loss.
"Our unique record of never having refused a car and under no circumstance of the course stances ever turning down a draft is simply borne out by the above episode. This house has an absolutely clear rec-

This house has an absolutely clear record in the matter of rejections, excuses and claims for allowances.

"What is worthy of note in this particular transaction is the fact that the
only losers were Steinhardt & Kelly. The
growers and shippers received their
prices; the railroad, express company
and the auction company received their
charges.

charges. "The loss, serious as it was, goes down as just one item in this firm's enormous business, which is constantly getting larger, mainly due to their willingness to play the game."

Packard Earnings. More Than Ten Million

The net earnings of the Packard Motor Car Company and its subsidiaries for the fiscal year that closed August 31 were \$10,044,952.03, before making provision for federal taxes. The sales of Packard products for the year, about equally divided between cars and trucks, were \$62,597,240.13.

A new light-weight car, the Packard "Single Six," is now being produced.

Miss Gouchnour Joins Humphreys & Matthews

Miss Irma T. Gouchnour has joined the staff of the Humphreys & Mat-thews advertising agency, Stockton, Cal. Before joining this agency Miss Gouchnour had been with The Em-porium, San Francisco, and with the Pompeian Manufacturing Company.

R. W. Canfield with Boggs Agency

R. W. Canfield, recently with the advertising department of the Pepsodent Company, Chicago, has joined the service department of the Walter H. Boggs Company, advertising agency in the same city.

1920 n

ertis-dt & tors,

cap-stab-page

tary rec-loss ruit nar-

oss.

ving
um
is
ode.

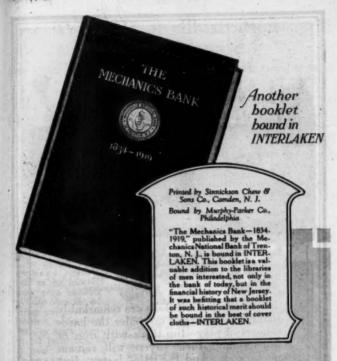
rec-

ex-

the The leir any leir

an

rd id-ed er he en





N inferior cover on your booklet or catalog creates an impression that you must LIVE DOWN, whereas a cover of INTERLAKEN Book Cloth sets a qual-

Write to-day for our cloth-bound booklet, "Getting Your Booklet Across." It explains the economy. and selling value of INTERLAKEN Cloth covers.

INTERLAKEN MILLS, Providence, R. I.

Interlaken Book Cloth standard Book Cloth standard

tion

of

kn

be



"When the lie is not a good one in the bunker, keep your eye on the sand an inch or two behind the ball and hit the sand." Golfers' Magazine

The new U.S. Golf Balls are remarkably tough. They stand up under the hardest sort of play—top them with iron or brassie—and their covers will remain uncracked. And the paint lasts. Just a little brushing at the sand-box brings it out bright and clean. Try them. Buy them from your pro or at your dealer's.



U. S. Royal

U. S. Revere

U. S. Floater

United States Rubber Company

1790 Broadway

Keep your eye on the ball

US

New York City

- be sure it's a U. S.

When Is an Illustration Unconventional?

Some Clever Methods by Which the Reader Is Literally Forced to Stop, Look and Listen

By W. Livingston Larned

ONE thing is very certain concerning advertising illustrations of the very near future: they must roll up their sleeves and go to work. The picture which is merely an embellishment is scheduled to become obsolete.

Advertising went on an orgy of abandoned joy. We might as

well be entirely truthful about it. Price meant nothing; wellknown names were considered an asset. The idea and subject of the design meant nowhere near so much as its inherent beauty as a painting.

Where once the advertiser was confronted with a modest idea sketch, he came to expect oil paintings, in full color, framed expensively and presented to him with Salon ceremony. Every campaign meant an impressive unveiling. Mediums and technique and names of artists were mentioned in subdued whispers.

The advertiser was asked to pay as high as a thousand dollars for a design, and did so, figuring that he could not fall below the standard set by some competitor who was making every

campaign a regular art gallery.
But advertising must begin to
sell more goods. Conditions generally suggest this. Never was
salesmanship in advertising more
necessary than now.
Take this matter of illustrating

Take this matter of illustrating the campaign. Just as much study

should go into it as into the copy or the plan of operation that supersedes both. Novelty and originality of subject is one method. But there is always the danger ofallowing cleverness to take the place of salesmanship.

One advertiser has thus sized up the situation rather pertinently in



A SIMPLE EXPEDIENT TO ATTRACT ATTENTION TO THE

a letter which he wrote to a friend;
"I confess I am at a loss how
to illustrate our next campaign.
Quality of the actual design—the
perfection of its rendering, is no
longer an innovation. Money can
buy all this. But there is one thing
that indiscriminate money can't

buy-and that is a good idea. They

seem to be a scarce as ever.
"Personally, I can see one way out of it only the variation of the old schemes, a stunt composition, some little or big difference in the manner of presentation that will stop the reader, arrest his at-

"We manufacture and market a talcum powder. There are some-

thing like fifty brands. We were losing ground. On a drugstore counter there might be half that number on display. It was a case of grabbing the passerby with color, shape, appeal to the senses. And so we put our powder out in a new box. It had an odd shape, color and design. And back came the trade. We coupled prestige with the physical appeal.

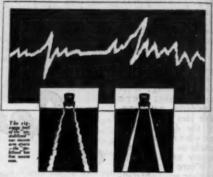
The competition in advertising pictures is very keen. For my part, I think one solution is to tack on a few percents extra of ideas, either in novelty or in composition."

Comments such as this cause us to look

around. What is being done in this very line? What attempts are being made to give a cam-paign of pictures a slightly dif-ferent turn? What, in fact, constitutes the very element of unique difference mentioned by the advertiser we have quoted?

An exceedingly interesting Armco advertisement so arranged the perspective of the design that a large tank stood in the immediate foreground. Text was mortised into this natural framework. At its left the background carried a natural rendering of other tanks, buildings, trains, etc. The idea of ingenious mortises for type, arranged from the article advertised, or some part of it, is not new. It is so infrequently resorted to, however, that every new arrangement deserves recognition.

More than likely, a slight departure from conventional methods is sufficient to inspire reader attention. The Lunkenheimer Company put out a page in a trade paper for valves that was clever enough to give it first place for that issue. Yet the picture idea resorted to would not sound important when described in type. A look at the advertisement itself, however, re-



What the Seismograph Tells of Your Driving Arm

CURIOSITY IMPELS A READING OF THE COPY TO SEE WHAT THE ILLUSTRATION IS ALL ABOUT

> produced with this article, will show the idea instantly.

The Murphy Varnish Company has devised many artistic illustrations. The concern features Da-Cote, a finish for motor cars. It is quite the obvious thing to show a car owner painting his machine, or variations of that self-evident theme.

Then came a very large can of Da-Cote and garage doors opening from it, where the label gave definite square outlines. Through the door sped a motor car, with a driver at the seat. From within the can came a halo of brilliant light, and the car was glistening. The copy was quite as attractive as the picture idea: "Your car reborn. Like a butterfly from its cobweb bed chrysalis-a phoenix of a car leaping from the ashes of

oars is

for to sue.

hen

re-

11

Publishers' Representatives Wanted—

In each of the following cities:—Boston, New York, Philadelphia, Pittsburgh, Buffalo, Detroit, Cleveland, Cincinnati, Minneapolis, Omaha, Kansas City, Denver, San Francisco, Los Angeles, Portland, Ore., and New Orleans.

Exclusive right will be granted to one concern or individual in each of the above cities and their adjacent territory.

WOMAN'S WEEKLY is entering its fourth year with a circulation of over a quarter million, largely in the cities and towns of the Middle West. A twenty-page magazine selling for \$5.00 a year. Member of A. B. C.

Advertising as yet undeveloped but the ground-floor work has been done.

Representatives paid on commission only. A real opportunity for a live, aggressive company or individual in each of the above cities.

Send references as to character and stability to

WINSLOW G. SMITH, President

Woman's Weekly

431 So. Dearborn Street Chicago, Illinois



The American Association of Foreign Language Newspapers. Inc.

ADVERTISING AND MERCHANDISING in the Foreign Language Field

American Tobacco Co.

American Express Co.

American Woolen Cu.

Armour & Co.
Bank of the

United States

Columbia Grafonola

Consolidated Gas Co.

Rubber Co.

Corn Products Refining Co.

Durham-Duplex Razor Co.

De Laval Separator Co.

Goodrich Tires

Gorton-Pew Fisheries

Goodysar Rubber Co.

Guaranty Trust Co. The Market Within A Market

The quest for the extended market so desirable now, need not be carried far afield.

The advertisers listed have found to their profit that right within the home market was another abundantly rewarding cultivation.

That other market consists of the 15 million hard-working, industrious foreign-born who read the foreign language press of this country—15 million people with average and normal desires for life's necessities, comforts and luxuries—15 million people not reached through other mediums—15 million people who buy for other millions besides.

A word from any advertiser, or his advertising agency, will bring a complete analysis of the possibilities in this field as regards any specified product—plus, if requested, a description of our research, merchandising and copy service that have given this association the clients listed.

Hood Rubber Co.

International Harvester Co.

Larabse Flour Lever Bros. (Rinso & Twink)

Mishawaka Woolene

National Biscuit Co.

New York Edison Co.

New York Telephone Co.

Nuxated Iron Orange Crush

Puritan Malt Extract

Standard Oil Co.

Standard Oil Co. o. Indiana

Union Trust Co.

United States Rubber Co.

Westinghouse Electric & Mfg. Co.

Weyman & Bruton Co. Wilson & Co.

1350 newspapers

41 language groups

15,000,000 readers

NATHAN H. SEIDMAN

President and General Manager

30 E. 23rd Street NEW YORK Peoples Gas Building CHICAGO to-day, to-day, This almost displathe a than tive a tional

Oct. 7

The pany cult-t was ment than cern. the Driving again

strain Two this, strain tor Cran

mach

curve

The tion small teres sacri man Or page

right into hold That ing, space fect It

glanitem was well ment Ca grov

tenti

prove nove Gi slan

will

1020

neglect—your car, shabby yesterday, but all brilliance and glory to-day."

This is what we would term an almost irresistible type of picture display, original, unique and giving the advertiser a great deal more than an even break with competitive accounts, using more conventional illustrations.

The Cincinnati Ball Crank Company would seem to have a difficult-to-illustrate problem. There was no more striking advertisement in the magazines, however, than the recent copy of this concern. The caption read: "What the Seismograph Tells of Your Driving Arm." At the top, against a dark background, there curved and flashed, like lightning, a zaggy trail. It visualized arm strain of the man at the wheel. Two small picture panels indented this, one showing the even, steady, straight-as-can-be tracks of a motor car equipped with the Ball-Crank stabilizer, the other tracing out the uneven trail of another machine.

The appearance of the illustration and its vivid story gave this small advertisement a reader interest that might easily have been sacrificed had not artist and idea man collaborated so well.

One of the Johns-Manville pages, advertising brake lining, presented a row of cars to the right of the space running off into the distance. Each driver was holding out a signaling hand. That hand in the foreground, coming, as it did, against pure white space, had a most remarkable effect upon the eye.

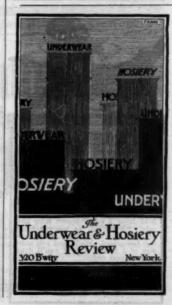
fect upon the eye.

It made you look, held your attention, prohibited a superficial glance. Yet it was just one small item in a very large drawing. Here was a case where composition as well as idea gave the advertisement its power.

Campaigns which educate are growing in popularity, and variations of the structural scheme provide for this very feature of novelty.

Give the picture layout a new slant, a new form, a point of difference, if you would be sure it will command your attention.





Oct. 7,

Electricity

Electrical supply advertisers, national and local, are setting out to teach cossumers of electric current some things many of them have never known.

A storm tears down the wires and brings the family candle into temporary use. Maggie leaves the flat-iron connected during lunch hour and burns it out. Father does an amateur tinkering job on the kitchen wiring and short-circuits it. The company boosts its rate for current above the ten-year standard rate. It is only in connection with the unusual and unpleasant event that the average person gives a thought to his electrical service.

"Kilo Watt" is the grotesque little character that will tell the story. P. L. Thompson, advertising manager of The Western Electric Company, is chairman of a committee of the National Electric Light Association, which

Thompson, advertising manager of The Western Electric Company, is chairman of a committee of the National Electric Light Association, which will direct the national advertisers' use of Kilo Watt copy. The plan is is have this copy, or other good-will copy, occupy a small portion of the manufacturer's regular space, to link together all the firms and show their desire to join forces in "putting over electricity."

Local use of Kilo Watt copy will be supervised from N. E. L. A. headquarters in New York. Electric lighting companies, dealers and contractors will use it in their paid newspaper space, either alone or inserted in their individual copy. They will also distribute folders with Kilo Watt's story as inclosures in their monthly statementachy and of the pamphlet sets are now definitely spoken for.

T. P. A. Announces First Fall Meeting

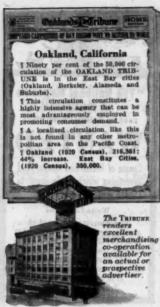
The first meeting of the Technical Publicity Association, New York, for the season will be held on October-18, at the Machinery Club. The addresses will be by Francis H. Sisson, vice-president of the Guaranty Trust Company of New York, and Charles F. Lang, president of the Lakewood Engineering Company, Cleveland, who will speak on "The Banking and Good-Will Value of Advertising." Advertising.'

Will Represent Bridgeton, N. J., "News"

The Bridgeton, N. J., New has appointed as its foreign representatives, Payne, Burns & Smith, Inc., in the East, with offices in New York and Boston, and the G. Logan Payne Company in the West, with offices in Checago, Detroit and St. Louis.

Publishing Account for Gunnison Agency

Stanley E. Gunnison, Inc., New York, is now handling the account of the Tatler Publishing Company, of New York, publisher of the Tatler magazine.





A FAST CLIP!

THE Graffee Clip for holding papers together is a fast clip—it never lets go till you want it , yet in a jiffy you can remove it ad use it elsewhere again and again.

Graffco Clips

hold from 2 to 60 papers snug and safe. No tearing, no hole-punching, no slipping. Dependable, good-look-ing, low-priced. We'll send you sam-ples of 3 handy sizes if you'll drop us a request today.

GEORGE B. GRAFF CO. Mfrs. Time-Saving Office Devices
18 Beacon St., Somerville,
Boston 42, Mass. 7, 1920

of

Fall

ni-



Honest Merchandise Truthfully Advertised

The man-power of this company is unusually high. Our services and skillful co-operation are greatly appreciated by advertisers who wish to reach their objective without a reckless waste of money.

The testimony of those we serve has brought us some very desirable new business without our solicitation.

ROY B. SIMPSON, President 915 Olive St. SAINT LOUIS

The Standard Paper for Business Stationery

THAT it pays to use Old Hampshire Bond is the testimony of thousands of prudent business men. Prove this for yourself—ask your printer, or write us for our Book of Specimens.

Hampshire Paper Company, South Hadley Falls, Masfis



Merchandising Advertising

Announce their removal from Aeolian Hall to the Transit Building Annex where they now occupy the entire ninth floor. The former telephone number, Murray Hill 8923. has been retained. The new mail address is

10 EAST 43RD STREET NEW YORK CITY



. 7020

Hiring Salesmen

(Continued from page 8) school - college - correspondence

or special study courses?
"I think that speaks for itself."
What percentage of your income have you saved since you

began to work?
"That's important to us. want to feel that every salesman is a potential branch manager. We want to know how well he manages his own affairs. It is none of our business how much actual money he has, but we feel entitled to ask what percent of his salary he has been in the habit of saving. Following this up, to get a still better idea of his ad-

ministrative ability, we ask:

Check the form of investments
you now have—real estate, real estate mortgage, savings bank, life insurance, bonds, preferred stock,

common stock?

What are your favorite forms of recreation? What are your three favorite books?

"It is sometimes surprising what an insight these give you to

What periodicals do you read? "We like men who keep up with the activities in their field through the reading of appropriate business magazines."

What are the three best sales

you ever made?

"This sometimes uncovers ingenuity in the applicant which might otherwise have been over-looked."

Why would you like to be em-

ployed by us?

"That is the key question of them all."

The greatest problem of emplovers comes out of the simple fact that such a small proportion of applicants approach the employer with the conviction that they want to be with him rather than any other company they

While waiting one day for a friend, a man came out of his office. "I have just hired that fel-low," said my friend, when I entered his room. "I know very little about him except that I never



WORLD SALESMAN

A Monthly Journal of

International Trade

HE FAR EAST offers the greatest opportunity for expansion of American foreign trade this country has ever seen. The combination of our business-man circulaand prestige through tion, and processes and chinese sections; and cur-unique Service Staff affords efficient aid to Far Eastern Sales Departments.

Sample Copy, 10c.

182 West 4th St. New York

> "A New Book Just Out"

"Making Advertisements and Making Them Pay"

By ROY S. DURSTINE

OU need some measure Y by which to judge things and this new book by Roy S. Durstine makes an excellent measuring rod for the public appeal of your advertisements. It is a business text-book which all advertising men can read with profit and pleasure.

Not technical - Just sensible

Price \$3.00 Postbaid

New York

Charles Scribner's Sons 597 Fifth Avenue

DO YOU NEED A MAN OF THIS TYPE?

YOUNG man, now managing a chain of retail stores, supervising every detail from sales planning to copy writing, seeks a connection offering a real future.

He has been assistant advertising manager of a large trade magazine; has successfully sold goods on the road and helped to accelerate production in the factory. He is conversant with sales promotion and the dealer's point of view.

25 years old; in appearance, personality and manner exceptionally fitted to make friends, win confidence and assume responsi-

A NY organization that depends for its success on the enthusiasm, vision and intelligent effort of its men will find him an asset.

It is not immediate returns that he wants. It's possibilities that interest him.

Address M. E., Box 121, care Printers' Ink.

That Institution of American Business

- the OLSON HOLIDAY GREETING CARD, invites the enterprise of leading (commission) salesmen having clientele among business and industrial concerns. Big unsupplied market, created by new standard of engraved individualized card, awaits intensive personal selling. National advertising doing bulk of market developing. Customers' trademarks, emblems and monograms steel-etched on cards, the quality and designing of which are already classic. Mounted samples available for those who propose quick action in present season, and early preparation for next. Write or wire for proposition. Eugene A. Olson Com-pany, Hartford, Conn.

met anyone who wanted so hard to be with us. He was so choked up with desire that he could hardly form an intelligent sentence in talking with me."

When such a man comes in, law and order are openly violated on Mount Olympus. Bacchus brings out the salad dressing cans and vinegar cruets and empties them of their camouflaged 42 per cent five-star nectar of the vintage of 3268 B. C., while the gods drink deep to the applicant who gets what he wants because he knows why he wants it!

Beware of Speculation in Merchandise

When a man enters a gambling room to play at roulette or poker he is generally aware of the nature and consequence of his acts, and is more or less prepared to assume them. While failure in such undertakings is often followed by more or less wain regrets, and success in such circumstances is rarely durable, nevertheless the average man who follows such games is familiar with the objects and methods of gambling parlora. He does not expect to witness the atricals or to purchase food or clothers at the contract of the contr

With speculation in merchandise and commodities it is different. Merchants have had their optimistic over-purchase vindicated so long and so often that many of them have come to regard the rising tide of prices as a regular and natural occurrence, and they have as a consequence been fulled into a false sense of security, accepting as true a perspective that is grossly faulty. Lake that of the desert traveler, their mirage beckoms to them false promises of the objects of their hearts' desires. Hopes father their beliefs and color and warp their judgment. But wherever vindication of over-purchase has occurred in the past, some form of disinterpation of business morale has taken place. Money thus easily obtained produces a lethal effect; it destroys enterprise and industry; it produces corrosion in the arteries of legitimate trade, and turns the sounds of humming industry to the noise of wearing wheels and gears. What seemed like paims of reward become but wreaths that deck tombs of blasted hope and ambition.—Thomas C. Jefferies, in Drug Topics.

New Representatives of "Professional Engineer"

The American Association of Engineers has appointed E. Willoughby, Jr., Western advertising representative of "Professional Engineer," its official monthly publication. T. S. Van Namen, formerly with the McGraw-Hill Co. Inc., has been made Eastern advertising representative.

o20 lard ked

net

law

ngs and

ent

of

ets

nis

Reader Confidence

—one of the most valuable assets to any advertising medium is particularly enjoyed by

The South Bend Tribune

The Leader in its field, this Home Newspaper is accepted with the utmost confidence by its readers.

Foreign Representative:

STORY, BROOKS & FINLEY

New York Office: 200 Fifth Ave. Chicago Office: Peoples Gas Bldg.

Philadelphia Office: Colonial Trust Bldg.

ONLY MEMBER A. B. C. in South Bend, Ind.



Coll

M

affa A

publ of A

mai ope T

Rap

You dus

fro

san

par wit I tha

nes

fro

me

tha sta tha wit

mo

dol

to lic

tha

and

tio

Get Distribution In The New London, Conn., Field Through The Day

New London, Connecticut, has a unique location. It is midway between Boston and New York on the Shore Line Division trunk line of The M. Y., N. H. & H. R. R. It is the terminal of the Grand Trunk and Central Vermont E. R. It is the logical shopping center for 60,000 prosperous people. The next nearest larger city is fifty miles distant.

New London, Connecticut, is a city of newspaper readers. More than 88% of its inhabitants read



—and 98% of this number have it delivered to their homes. It and its environs practically confine their local newspaper reading to one medium—The Day.

10,622 A. B. C. 3c per copy

New London, Connecticut, is the buying center of many United States Army, Mavy and Ceast Guard personnel, not shown on the census tabulation. It is as live as most 50,000 cities, with particularly up-to-date stores. Its manufacturers are presperous; their products diversified; its unemployed few.

Less than 20% of its population is fereign born; less than 2% illiterate.

Mational advertisers seeking sure, quick distribution or general educational publicity in this territory served by The Day will find its advertising columns the most economical method of securing these objects. We other newspaper covers this area one-quarter as completely.

Consider New London, Connecticut, and The Day when making up lists of cities of 50,000 or over. It will pay you.

THE DAY PUBLISHING COMPANY

Theodore Bodenwein, Pres. and Treas. O. G. Andrews, Gen. Mgr.

NEW LONDON, CONNECTICUT

Representatives

Frank R. Northrup 303 Fifth Ave., New York City E. J. Powers, 19 Sc. LaSalle St., Chicage, Ill.

New York Subway's Plan for Cooperation with Employees

Collective Action by Workers Recognized—"Neighborly Feeling" Important

By Frank Hedley

President and General Manager, Interborough Rapid Transit Company.

MOST forms of commercial and manufacturing business are for the great part their own

A public utility is never its own affair. It is responsible to the public; it is the servant of the public and its affairs are the affairs of the public.

A public utility, therefore, has a double responsibility in the management of every detail of its

operation.

This is true of the Interborough Rapid Transit Company in an even larger degree than of most other urban transportation companies, by reason of its partnership relation with the City of New York in the subways. In all industry the problem of labor turnover is one of very high importance. Ripping out a trained worker from an organization is much the same as ripping out an essential part of a machine and replacing it with junk.

It is only in recent years in fact that its real importance has begun to be fully appreciated. As business management has advanced from more or less "hit or miss" methods, it has come to realize that it costs money to be constantly changing employees. More than that, it decreases the spirit with which men work and the morale of the organization.

This, with a manufacturing concern, is largely a mere matter of dollars and cents in the balance sheet, and of interest principally to the stockholders. With a public utility company it is far more than a mere matter of dollars and cents. It is a matter of safety and comfort to the traveling public.

With a steam railroad company, the larger part of whose operation has to do with the transportation of freight, this responsibility is not so intense as it is with a company like the Interborough, engaged solely in the transporta-

tion of human beings.

No transportation machine, no matter how finely conceived and executed from purely an engineering standpoint, can even begin to succeed without an interested, skilful, careful force of men who do their work not merely for the pay envelope, but who work with a sense of responsibility and of pride, not only in their own efforts but in the effectiveness of their company as a whole.

For present purposes we may take the word "turnover" in the sense in which it is most commonly understood, namely, as the men hired to take the places of men who—for whatever reason—

have left.

Labor turnover is a practical gauge for measuring the satisfactoriness of employment policies, general wage and labor conditions.

FINANCIAL LOSS SPREADS OVER MUCH GROUND

Every time an old employee leaves and a new man comes on it means expense. The direct financial loss in labor turnover is attributable to:

1. Clerical work incidental to discharge and replacement.

2. Decrease in general efficiency of the organization due to the presence of green hands.

3. Increased liability to acci-

dents

 Wastage, breakage, etc., due to the inexperience of new employees.

Maintenance of idle machinery and equipment while vacancies exist.

The above items might be considered as representing the company's side of interest in this mat-

Oct.

A Newspaper Man-

Who holds an important executive poet in the editorial department of a motropolitan newspaper is seeking a connection with a publishing or printing house—or possibly with an advertising agency. He has only one reason for planning the change: he wants to work for himself. Therefore he desires to purchase an interest in the business.

Here Is Training-

In his eight years' experience this man has been schooled in every phase of nowapaper work—which means that he has the news leatinet; and that he has the news leatinet; and that he can think fast and work hard under pressurs. He knows words and type and would rather feas with them than de anything else in the world.

He Has Ideas-

That is his greatest value in his present post and his chief asset. In addition he has abundant sucrays and youth. In fact, when you need him you will say, or think: "How is it possible for se young a man to hold so large a job?"

The answer is that he does.

Address "N. M.," Box 127 Care of Printers' Ink

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

Printers' Ink Publishing Co.

ter, but the men themselves have a direct concern.

The cost to workmen from labor turnover arises from:

1. Loss of earnings.

2. Expense of obtaining a new job.

3. Lessened earnings while learning a new job.

4. Greater likelihood of accident in a new and unfamiliar job, 5. Cost of moving to the location of a new job.

6. Delay in the development of skill.

7. Demoralization from idleness.

The public sees the tracks, trains and stations of the subway. But it only faintly realizes what is back of the movement of the trains. It seldom or never thinks of its transportation in the terms of machine and repair shops, power houses, carpenter shops, and numerous activities which employ a very large number of men, many of whom are most highly skilled and who must work in cooperation with others in a great machine as delicately organized as a watch.

Turnover in these departments is obviously a more serious matter than turnover in work requiring a lesser degree of skill.

The cost of turnover is not equal in all departments of an industrial organization. Departments with a large number of unskilled workers are more likely to have a high turnover. In some instances, departments employing old, skilled mechanics may have no turnover at all, or one that is negligible.

The cost of labor turnover is not easily calculable, but some interesting investigations have been made by industrial corporations. For example (according to one authority, Boyd Fisher), The Jeffrey Manufacturing Company of Columbus, Ohio, made an estimate of the average cost per individual at \$81.10; The Dennison Manufacturing Company of South Framingham, Mass., made an estimate of the average cost per man at \$50; a study made by officials of the Milwaukee Railway & Light Company showed an average company showed an average company showed an average cost per man at \$50; a study made by officials of the Milwaukee Railway & Light Company showed an average cost per man at \$50; a study made by officials of the Milwaukee Railway & Light Company showed an average cost per man at \$50; a study made by officials of the Milwaukee Railway & Light Company showed an average cost per man at \$50; a study made by officials of the Milwaukee Railway & Light Company showed an average cost per man at \$50; a study made an average cost per man average cost per m

. TO20

have labor

new

while acci-

job. ation

ness.

ains But t is

the inks

ops, ops, em-

nen.

coreat

i as

ents

re-

uai

usnts

led

ave

in-

ing

100

13

is me ave

to The

ny

ti-

on

th tian als

The Name Changes The Personnel Remains The Policy Persists As Heretofore

Y a change of name, effective October 1st, 1920, Sherman & Lebair, Inc., succeed to the control and management of the Advertising Agency hitherto conducted under the style of Sherman & Bryan, Inc.

It is a pleasure to announce that all the principals who have been associated with Sherman & Bryan, Inc., for a considerable period past will retain their status in the family circle of the renamed organization. The personnel remains intact.

The policy of intensive service through direct executive-principal contact with every client, by which this agency has been actuated for fifteen years, will persist as the basic principle and inflexible rule of procedure in all transactions between Sherman & Lebair, Inc., and each client or prospective client.

The officers, executives and personnel of Sherman & Lebair, Inc., pledge to the service of advertisers the utmost of effort and sincere coöperation in the discharge of all responsibilities which may devolve upon them severally as individuals and jointly as an organization.

SHERMAN & LEBAIR, Inc.

SHERMAN & BRYAN

ADVERTISING

116 West 32 Street
Thew York

GEO. C. SHERMAN, President

HAROLD A. LEBAIR, Treasurer

Oct

and

perc

pare

poir

rela

pan larg

B

cost

to r

\$1000.00 PRIZE FOR A PRODUCT TO MANUFACTURE

A leading manufacturer of intricate and accurate stampings, screw machine work and mechanisms made therefrom will pay \$1000.00 to the person submitting plans for a product to be manufactured, if the product is adopted by the manufacturer.

Do not waste your time submitting plans for products which cannot be manufactured as mentioned above.

No product will be accepted for which the demand is less than \$500,000.00 per year.

We now manufacture such articles as electric table-lamps, typewriter parts, talking-machine motors and automobile accessories.

Address C. A., Box 19, care of Printers' Ink.

age cost of trained new employees to be \$217.29; the head of the Manufacturing Standards Department of the Packard Motor Car Company estimated that the new and inexperienced workman reduces the speed of production so much that a 25 per cent allowance of equipment, buildings, direct labor and supervision must be

The factors affecting turnover vary largely with the character of the industry, and figures showing the percentage of turnover in an industry employing a very large percentage of highly skilled labor would have little meaning as compared with the figures for turnover in an industry having a very large percentage of unskilled labor. For that reason it would be beside the point to discuss actual figures in relation to the turnover of the Interborough Rapid Transit Company for comparison with such large manufacturing concerns as have made detailed studies of this subject.

WHAT DETERMINES TURNOVER?

But the human factor is there in all classes of industry. Factors affecting turnover in them all may be given as follows:

1. General demand for labor.
2. Opportunities for other em-

ployment.

Living conditions.
 Steadiness of work.

5. Nature of the work and its conditions.

6. Character of the men.

Character of the management.
 Season of the year.

9. Rate of pay.

10. Home and family conditions.

Lack of interest in the job.
 Housing and transportation.

It will readily be seen from the above that the difficulties of transportation companies during the war were due not only to rising costs of all supplies and material, to rising cost of capital funds and higher wages, but to other conditions, named above, which tended toward an abnormal turnover.

The Interborough Company, in realization not only of the in-

Yesterday

I had lunch with a chap that I consider THE BEST SALES MANAGER I know.

This fellow is a stem winder—he's full of pep—I've known him a long time and have seen him work in the office and field with his men and it's a pleasure to see the way he gets results.

YOU would like to see and hear him in action putting a sales proposition over with and to a gang of salesmen.

He's 40—married—healthy—happy.

20 years' experience as salesman—10 years as executive—6 years in his present connection.

He's in the wrong place—he's wasting his talent on a small job—he's too big a man for what he is doing and I want to locate him in the sales department of some live, going concern that knows ability when they meet it.

This fellow is a good solid looker—6 ft. tall—well seasoned and balanced, and just the kind of man you big fellows like to work with.

Let me tell you more about this man and arrange to have you meet him.

He would like to stay in Chicago but the proper people could induce him to go to New York.

J. R. (Bay) Woltz, Vice-Pres., CRITCHFIELD & COMPANY,

Advertising & Merchandising Agents, 223 W. Jackson Bivd., Brooks, Bldg., Chicago, Ill.

Oct.

the

tra

der

dir

tor

ele

hui

tal

era

bui

sta

me

ope

ens

ma

tor

Wanted: AN EXECUTIVE

He must be a student of men and conditions in the basic industries.

He must perceive the problems and comprehend the psychology of the responsible men in those industries.

He must understand how those men think, and what they read and why.

He must be able to devise policies governing the creation of means for effectively and economically enlisting such men among the paid subscribers of certain publications.

He will be particularly required to show efficiency in reaching men who constitute and represent the purchasing power directing the buying of commodities and service of value to the interests these publications promote.

He must be capable of inspiring the best efforts of the creative men who will be placed under him, and of directing their faculties into channels most productive.

who will be piaced under him, and of directing their faculties into channels most productive.

He will be given full support in carrying out his ideas, but he will be looked to for definite results through the operation of sound methods consistent with practical publishing policies.

publishing policies.

He may be holding a position where he is now accomplishing a similar work. Or—

He may have gained through contact with executive men and problems in finance, commerce and industry, an experience not directly connected with work of this character but peculiarly advantageous as a foundation for such work.

He will need to be a man of the highest executive calibre—a man of imagination and vision controlled by seasoned judgment. He will be offered an oppor-

He will be offered an opportunity commensurate with the ability and ambitions of such a man.

P. L. BOX 122 c/o PRINTERS' INK terests of investors in its securities but of its responsibility to the public for safe and dependable transportation, has sought to follow policies which would tend to reduce turnover.

It has sought through its Welfare Department to build up a closer personal relationship between its officials and its men.

It has always sought to make its rates of pay equal to, or, if possible, greater than payment for similar work in like industries in the same neighborhood.

In cases of personal dereliction of duty it has sought to bear and forbear, to understand the man's point of view, the circumstances surrounding his dereliction, and to give him in all cases a fair deal.

Necessarily, in matters affecting safety of operation the traveling public must have the benefit of the doubt. Discipline must be strict. No chances can be taken. But where the infractions of rules necessary for the guidance of employees have been a matter affecting not safety of operation but merely efficiency of workmanship, a greater leniency is possible.

The Interborough Company has recognized the trend of developments in industry toward collective action by its employees, and the Interborough Brotherhood, comprising all of its 15,000 or more employees, is a self-governing, democratic organization which functions entirely in the men's behalf. No official of the company and no person having supervision over another is eligible to membership in the employees' brotherhood.

In a great city like New York, with its six million of people, its crowded housing conditions, and its vast area, there is very little of the neighborhood interest which exists in smaller towns. Someone has said that in New York no' one knows his neighbors; he only suspects them. Yet the friendly feeling which in smaller towns is manfested by neighborhood interest is just as important to human existence in the greater community as in the smaller.

, 1920

ecurity to pendht to tend Wel up a n. ce its posfor es in ction and nan's inces and fair ting eling t of be ken.

ules emectbut

hip,

has lop-

tive

the

om-

ing

nich

be-

any

sion

em-

ier-

ork,

its

and

ich

ne-

ork

he

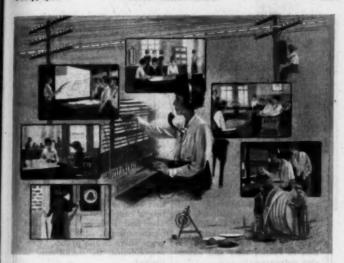
the

ler

01-

the

the



Training For Service

What science and engineering have done to develop the mechanical efficiency of the telephone, specialized training has done in the development of workers.

Plant engineers, linemen, directory clerks, toll operators, equipment installers, electrolysis engineers, trouble hunters, line repairmen, test table operators, chief operators, contract agents, building engineers, line installers, exchange repairmen, plant inspectors, trouble operators, fundamental plan engineers, draftsmen, estimate clerks, exchange operators, cable testmen, equipment inspectors, wire chiefs,

traffic engineers, galvanometer men, cable splicers, facilities engineers, surveyors, information operators, switchboard installers, accountants, testmen, supervisors, station repairmen, equipment engineers, directory operators, statisticians, appraisal engineers, routing operators and scores of other skilled employees are specially trained for the exacting work of providing telephone service.

Throughout all work of telephone construction and operation there is a ceaseless endeavor at mastery of service that makes for improvements beneficial to the public.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

AND ASSOCIATED COMPANIES
One Policy One System Universal Service
And all directed toward Better Service

ins

els ha

Ru

bu

air

em

tin

and lead with a root etc.

ove

Co

its Su

va

ari

dit

no rie

tha

An Advertising Agency has reached a stage where Development is imperative

A Philadelphia Advertising Agency, conducted individually, and recognized by American Newspaper Publishers' Association, Six Point League and Periodical Publishers' Association, with over a score of active clients, centrally located with plenteous office layout, has reached a sort of saturation point. Some well-paying retail accounts; others national, of wide possibilities. Established less than two years ago, but status is indicated by recognition in record time and extensive patronage.

I must have a man to work with me: some one with good agency experience either as a solicitor with "contact" knowledge, or a writer with some confidence in his soliciting ability. As to the financial plan under which this co-operator is to work only discussion can decide. It has occurred to me that some agency man controlling a couple of good accounts may find with me a splendid business home, with a very generous share in the profits. Correspondence, in confidence, is invited.

Address D. S., Box 131, care Printers' Ink.

WE are able to recommend a sales manager and merchandising man of exceptional qualifications who would be glad to find a broader field of activity and an executive job too big for ordinary ability.

Minimum salary \$10,000.00. Appointments between now and November first can be arranged by writing The H. K. McCann Company, 61 Broadway, New York City.

e

d

Take for example the interesting quality of the small-town newspaper. The doings, social and business, of everyone in town are of interest to almost everybody else in town. The Interborough has sought to cultivate that same interest; and its "Interborough Bulletin," published monthly, is like, in many ways, the neighborhood newspaper. To a small extent it discusses the affairs and policies of the company as a whole, but to a larger extent it is devoted to the affairs of the employees themselves.

INCULCATING A NEIGHBORLY FEELING

The management seeks to promote improvement of general working conditions, to assist the individual worker in temporary difficulties, and its efforts are aimed toward the happiness of the

employees.

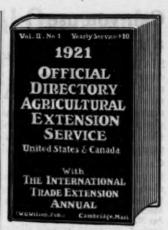
Its bureau of nurses has continually grown in importance. Its social activities have been many and interesting. It has a baseball league consisting of six teams, while in the winter months it has a bowling league. Its recreation rooms, newspapers, periodicals, etc., contribute directly to the comfort and pleasure of the employees.

It has a Voluntary Relief department and a loan fund. It also maintains a pension system. These activities have had a direct influence toward lowering turn-

over

The Interborough Rapid Transit Company has had the utmost reason to congratulate itself upon its relationship with its employees. Such difficulties as have had to be adjusted have arisen almost invariably from financial conditions arising as a result of the war and the inadequacy of a fare which was sufficient under pre-war conditions.

The Interborough system finds no parallel in the world. It carries more passengers; it carries them quicker; it carries them safer than any similar transportation organization. Its operations have to do with the comfort and safety of about three million passengers



Page Rate \$100

This includes free listing of your product under one or more headings in classified section.

The Directory Goes To

3,000 County Agricultural Agents, 5,000 Farm Bureau Officers, 2,000 Home Demonstration Agents, Thousands of Boys' Farm Clubs and Girls' Home Economics Clubs.

This 1921 Directory will be the Standard Reference Authority of more than 10,000 of the influential agricultural extension movement workers. These are the men and women who direct the better farming activities and better home conditions of over 11,000,000 prosperous farmers in the United States and Canada.

These agricultural workers influence the buying of the farmer. They are good people for you to cultivate. Your sales message in the Directory will stand before them for a year.

To reach this big fertile field of trade, better whittle your quill and stake off your claim for advertising space with

W. G. WILSON, Publisher
51 Chestnut St., Cambridge, Mass.
Please Key your Ad. Authentic results
have mutual value, breed future business

Can you use a Producer?

STATISTICS show sales in my department have increased almost 100% this year, notwithstanding reduction in operation expenses. Have proved myself as efficient in PERSONAL SELL-ING as in Sales Management.

PRESENT FIELD: Advertising Campaigns, Sales Promotion, Copywriting, with executive charge.

University man, but have forgotten that. Married, but have NOT forgotten that. Age 38.

WANT position as Sales Manager or Advertising Manager in middle-west where results are recognized as commensurate in salary or suitable bonus proposition.

E. C. Box 123, Printers' Ink.

Need an Experienced Sales and Advertising Executive?

I have had nineteen years of experience, having successfully filled positions of space buyer, manager of art and copy departments, solicitor, account executive and general manager. Have organized and managed sampling, canvassing and selling campaigns, bought outdoor space and made street-car contracts. Have written the copy, planned the campaigns and handled the advertising of some of the most successful and largest advertisers. My age is thirty-seven. Am looking for an opening with an agency or advertiser where the "present" is good and the "future" better. Address, F. B., Box 124, PRINTERS' INK.

a day—practically the entire population of New York every two days. It is an organization of which New York may well be proud and which, it would seem, in the public's own interest, should be cherished, developed and kept strong.

Cities cannot be prosperous without efficient public utilities and public utilities cannot be efficient without prosperity. There are two ways of looking at a public utility: first, as a servant chosen by the people to do a certain work for the people.

The other point of view is to regard the public utility as an adversary. The parallelism between the steam railroads of the United States and the urban transportation companies in these respects is complete. For many years the adversary theory was held in this nation in relation to the railroads. The United States Interstate Commerce Commission by its recent rate decision (based upon considerations exactly similar to those affecting the urban transportation companies) has now definitely abandoned the adversary theory and has, adopted the co-operative theory.

The recent award of the Labor Board of an increase of wages amounting to about \$600,000,000 a year has been a direct recognition of the necessity to the public of an efficient, interested and contented force of employees. To meet that rise in wages and other increased costs of the present day, it was realized that in the interest of the public its rates for freight and passenger transportation must also be increased.

ph

us

In nearly 500 cities of the United States this same recognition has been given to the electric transportation companies. Boston, Chicago, and about thirty other cities have gone even to the extent of ten-cent fares to preserve for the public not only present service but development of service as the growth of communities demanded it. Among the large cities of the United States, New York City stands alone in its maintenance of the adversary theory in relation to its transportation companies.

of

1S

n

3

8,

n

0

An Exceptional Opportunity lies before some AGENCY-TRAINED MAN

In a small Eastern city there is an organization of young men which is selling more than a million dollars a year worth of goods direct-by-mail to individual consumers. They are growing faster than any of the larger mail-order houses, and in 1921 their business will almost double.

They have much man's size work to do. They are ready with a welcome for another strong right arm to do a man's share of it. They have in mind a man with a level-headed comprehension of direct-mail advertising.

- —one who knows what a carefully planned campaign is, both in its main and collateral phases
- -one whose perception of "policy of copy" is clear
- -and one who can write letters, booklets and folders of
- -a real creative thinker and a real doer, ready for his next big step.

The "exceedingly clever" copy man who conjures up catchy phrases for short advertisements in national magazines would be useless for this position.

What they want is a MASTER SALESMAN ON PAPER.

They are quite sure that the man whom they think ready for this opening will be well pleased with it, because the opportunity the future—is exceptional. He must be a Gentile.

If you are interested, tell them frankly what you have done and what you feel confident you can do in direct-to-the-consumer mail-advertising. Don't answer unless you can submit samples of letters and other work that will be absolute proof of your ability.

Because this connection is intended to be a life-long one, they'll be glad to know something of your personality—the real YOU, after business hours. A recent photograph, if available, will be of assistance.

Of course, your letter will be treated with the strictest confidence, and their answer to you will show you that this affords a real opportunity for a young man to put himself in the inner councils of the largest mail-order firm in its field.

"Scribe,"

Box 100, care Printers' Ink.

PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

Oppice: 185 Madison Avenue, New York City. Telephone 1345-7-8-9 Murray Hill. President and Secretary, J. I. Romer. Vice-President; R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1064 Candler Building, Gao, M. Kohn, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. Baranger, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager. Paris Office: Ibis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra, Canadian Postage, one dollar. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor Frederick C. Kendall, Managing Editor John Allen Muerhy, Associate Editor Roy Dickinson, Associate Editor R. W. Palmer, News Editor

C. P. Russell Albard Cole Albert E. Haase Edward T. Tandy

Chicago: G. A. Nichols London: Thomas Russell

NEW YORK, OCTOBER 7, 1920

An article in last The Male's week's PRINTERS' Buying INK disabused Influence our mind of a number of pseudo facts which we

had always accepted as gospel truth.

We had supposed that a porcupine throws its quills, that an ostrich buries its head as a means of hiding from danger, that a rattlesnake agitates its rattles as a warning to its prospective victim, and that a beaver uses its tail as a trowel. But this writer assures us that the so-called nature lore which we so proudly possessed was really nature faking.

There are a number of al-

leged advertising facts, similar to this porcupine-ostrich-rattlesnakebeaver legend, which have been repeated so often that they are accepted as true. One of these is the statement that "women do 90 per cent of the buying for the home." So general has this belief become that too many advertisers are ignoring the buying influence of the male,

Before the days of standard brands it was necessary for every home to send its best shopper to deal with the wily seller. Some-times it was the father of the family who set himself up as a judge of merchandise values. To him was delegated the task of buying for the household. More often, however, it was the mother on whom fell the duty of filling the family's larder and replenish-ing the wardrobe. Hence women developed a sixth sense which consists of the ability to get the best

of a bargain. With the coming, however, of standardized goods, it became less necessary for the home to have an expert buyer. Any child could go to a store, and by asking for a product by name could get as good value as the shrewdest shopper. Buying over the phone, through the mails and by messenger became more common. Men began buying their own clothes, and, to a certain extent, started in to buy for their wives and children.

To-day any clothier will tell you that more and more boys and young men are buying their togs without feminine inspection. Haberdashery and furnishings are so generally trade-marked and the values so fixed that it is not necessary to bring mater familias to superintend their purchasing.

Druggists and department store officials inform us that the number of men who purchase baby intimacies and feminine dainties is vastly larger than is supposed. Even the grocer has a similar story to tell. He says that it is becoming increasingly necessary for him to cater to men as well as to women. And thus is that "90 per cent" superstition shat-

Of course it is still true that

wome the h execu chanc tinue ing a some his it looke tising ten T lot o He is dwo.

Oct. ;

Bet nes Ne to be

cause

with heado

of th

lance ated Worl Natio anxio ness city. tee, 1 impli tising appoi all of Bure it un on it

> ganiz in an on t for s Th ness find abuse and vertis of t vertis

It

PR is a Busin numb Thes suppo but t

ke-

re-

ac-

18

90

he

be-

er-

in-

rd

ry

to

le-

he

ro

of

re

er

h-

en

n-

st

of

SS

an

go

bo

ŗħ

e-

m

to

ıy

ιd

ir

n.

0

e

y

i.

3

women do most of the buying for the household. Since she is the executive head of the home, the chances are she will always continue to act as its chief purchasing agent. But the mere male has some voice in those purchases and his influence should not be overlooked in the planning of advertising. Furthermore, the forgotten male is doing a tremendous lot of buying on his own hook. He is worth advertising to on his own account.

In the list of the Retter Busicities, thirty-two ness Bureau in number, that now have Better Needed in Business Bureaus, New York New York is not to be found. This statement may cause surprise when it is coupled with the information that the headquarters of the parent body of the bureaus, the National Vigilance Committee of the Associated Advertising Clubs of the World, is in New York. National Vigilance Committee is anxious to have a Better Business Bureau established in that But the Vigilance Committee, whose activities, as its name implies, are in the national advertising field, cannot stop from its appointed work to give practically all of its attention to a New York Bureau, as would be the case if it undertook to create a bureau on its own initiative.

It is ready and willing to organize a bureau in New York or in any other city when a demand on the part of advertising men for such a bureau exists.

There is need of a Better Business Bureau in New York. It will find work in the correction of abuses that creep into advertising, and the development of new advertisers, through the presentation of the idea of protected advertising.

PRINTERS' INK knows that there is a demand for a Better Business Bureau on the part of a number of New York merchants. These merchants are willing to support it financially and morally, but they cannot create a bureau,

or even attempt to take charge of the administration of one. It is obvious that a Better Business Bureau, in order successfully to perform the work it sets out to do, must be created and conducted by advertising men.

New York will not have a Better Business Bureau until its advertising men see fit to demand it.

Simple Names when a specialty shop—or almost any kind of a shop for that matter—was opened on Fifth Avenue in New York, it was generally thought necessary to give it a foreign name—preferably a smart, Frenchy one. No simple, sincere sort of name would have been given much con-

sideration in those days.

The thoughtful advertising man who takes a trip up of down Fifth Avenue now will be impressed with the changed attitude regarding names. Just above the 36th Street corner, for instance, on the west side of the avenue, he will notice three shops in a row with names that hark back to grandmother's day: Mary Elizabeth, Molly Mayers, and Betty Wales. Candy, corsets and dresses being sold on Fifth Avenue under simple homely names—Mary, Molly and Betty—that, a few years ago, would not have done at all.

Tendencies like this are important for advertising men and women to note, for they indicate gradually changing national buying psychology.

Invested Capital and Bugs Hard-headed business men seldom have any use for men with

dreams. The business missionary who dares suggest that love and kindness and a desire for service are good ideas to have loose in a plant, that such motives destroy hatred, suspicion and selfishness, is often put down as a dreamer. Yet the "show me" man—the

Yet the "show me" man—the person who dares the outsider to give him an idea—is often saved by the dreamer and the so-called impractical one. Take the Rhab-

docnemis obscurus as a brilliant

example.

A maker of cane-sugar machinery in Pittsburgh, let us say, was approached by a man who asked him to contribute a sum of money so that a scientist could go and study the insects in the tropics. If the man had insisted that the contribution were essential to his business, the manufacturer would have called the police, yet the scientist was by no means crazy. Not so many years ago the Rhabdocnemis almost ended the whole cane-sugar industry. He ate sugar cane like a hungry boy eats pan-cakes. The bug could not be poisoned or killed. Its numbers grew at an alarming rate—the growers in Hawaii were franticthe sugar-cane was disappearing.

Then a scientist who spent his life chasing bugs discovered, in the wilderness of British Guiana, a strange fly that enjoyed the flavor of the sugar destroying pest. The fly was brought to Hawaii—he lived on Rhabs—they disappeared—and cane-sugar was saved.

All of which would seem to prove that even the dreamer sometimes has an idea which will work—that it doesn't pay to shut the office door on him—and that the impractical bug chaser sometimes saves millions of dollars in invested capital.

Strong-Arm Methods There are plenty of prospective advertisers in almost every

line of business. With the many new and varied uses of advertising—for better credit, morale, better merchandising policies—there is room for the best sort of constructive work. There is a sufficient number of concerns needing better merchandising and advertising counsel to keep every constructively-minded agency man busy for years. All the less excuse, then, for those few who are attempting to destroy the relationship between the agency giving good service and its satisfied customer.

The representative of a well-known agency recently told the local manager of a large concern

which spends a great amount of money each year in advertising that by signing up branch managers all over the country he intended to force the national advertising department to give his concern the business.

This fact was, of course, duly reported to the sales and advertising managers, who up to that time had believed they were supposed to know something of the advertising policy of the concern and the sort of service they were receiving from their present agency. The agency man in question gaind nothing by his strongarm methods except publicity as to his mode of procedure in going after an account.

This method may win the good will of the men who are responsible for the proper investment of an advertising appropriation—and

again it may not.

New York Agency Council Elects Officers

The Board of Governors of the New York Council of the American Association of Advertising Agencies has elected the following officers: Joseph Hanfi, of Hanfi-Metzger, Inc., chairman; Edwin Bird Wilson, of E. B. Wilson, Inc. vice-chairman; Harold A. Lebair, of Sherman & Lebair, Inc., secretary-treasurer.

treasurer.

The other members of the board are:
M. P. Gould, of the M. P. Gould
Company; Frank Finney, of Street &
Finney, Inc.; Frank M. Lawrence, of the
George Batten Co., Inc., and A. M.
Lewis, of the J. Walter Thompson
Company, Inc. Formerly the change
of officers occurred May first, but by
a mendment of the constitution the
election is now held on October first.

John D. Kenderdine, Business Manager, "The Churchman"

John D. Kenderdine has been appointed business manager of The Churchman, New York. Mr. Kenderdine, who succeeds E. R. Spaulding, now business manager of Torum and Country, New York, has been circulation manager of McClure's Magasine and business manager of National Service Magasine.

H. F. Grundy with Old Colony Club

Harold F. Grundy, until recently with the advertising department of the New York Herald, is now a member of the executive staff of the Old Colsey Club.

What advertising most needs is not a better understanding of merchandise, but a better understanding of human nature. The one is cheaply acquired. But the other is the precious stuff of which fortune is built.

GLEN BUCK, Advertising
MICHIGAN BOULEVARD BUILDING
CHICAGO

, 1920

mount tising manne inl ad-

duly dverthat supf the

were esent quesongy as

good ponit of -and

New ociacted , of lwin inc.

are: ould t h the M. son nge by the

ap-'he erng, md

tly the of ny

Oct. 7.

TRAP

BRIL

ADVERTISING and SALES PROMOTION MANAGER

Now employed, desires similar position with large, progressive manufacturer or in creative capacity with strong agency.

Seven years' successful experience in sales, advertising and sales promotion work with well-known corporations.

A keen, capable young executive, with ability to analyze markets and to help build up demand. His experience embraces preparation of magazine, trade-paper and directby-mail advertising. Has edited House Organs, knows how to write resultful letters in simple English, and his direct-by-mail campaigns have the snap, punch and logic that dynamite a prospect's indifference. Salesmen and dealers like to work with him because he works faithfully with and for them. Thorough, systematic and, above all, loyal and conscientious.

Age 29, married, college graduate. He seeks a REAL opportunity—a responsible, permanent position. Have you got it? Address "T. C.," Box 126, care of Printers' Ink.

This advertising manager does not want to "grow into a salesmanager"—he wants to stick to his own work.

Is there a manufacturer of good tools, instruments, or fine machinery who needs an advertising manager, or an assistant, who knows how and will take the trouble to handle such products?

The man available is now advertising manager of a large manufacturing concern with national distribution.

He understands trade and general publications and knows what to put in the space; he has a thorough knowledge of art work and engraving processes, catalog building and house-organs. I am that man and I will come and talk with you about it. My salary is likely to be about four thousand dollars. Address "L. A.," Box 125, PRINTERS' INK.

Guarantee Is Backed with Interest on Refund

A S was recently told in Printbury campaign of the American Tobacco Co. is based on the guarantee to return the purchase price to any customer who should happen not to be satisfied.

Here is a firm which not only finds "your money back" is "a real business-getter," but carries it further—it adds 13 per cent interest. This firm is the Hanson Typewriter Service Co., of Cleveland. This is what W. H. Hanson, president and general manager of this concern, says:

"We have a guarantée which we think is very unique. It reads: 'Complete satisfaction or your money back plus 13 per cent. This guarantee has a moral obligation back of it. Every cash purchasemade in our store will have the money refunded plus 13 per cent if the goods are not as we represent, and are returned within three days of the purchase.'

"Just the other day we sold a customer a very old, cheap machine, and she brought it back within three days, saying she was not satisfied with it. We offered her the purchase price plus 13 per cent, but she refused to take the 13 per cent, saying she just wanted what she paid. We refused to refund the money without the 13 per cent, so she took it when we practically forced it upon her. Three days later this lady came in and bought another machine, so you can see this guarantee it a real salesman for us.

"The whole thing about a guarantee is this: If you sell the goods and they are not satisfactory, you take the customer's time, which is worth money, so you are really obligated to pay him for the time he has lost.

"When we first put this guarantee on the market we thought of making it 10 per cent, but then made it 13 on account of the publicity and advertising we would get out of it."

rest

alisican uarrice nap-

only

in-

an-

an-

ds: our his

ase

the

hin

naack was red

per the

re-13 we

er. me

ne,

18

ar-

ou is lly

15-

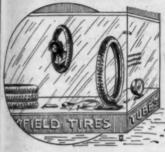
ht

ld

"a ries

DURALITE

TRANSPARENT WINDOW POSTERS





THE SIGN THAT SELLS THE GOODS

DURABLE TRANSPARENT BRILLIANT Send for Samples and Prices

We have some good territory open for live representatives

THE UNITED SERVICE CO.

"GIBBONS Knows CANADA"

TOPONTO

MONTREAL

WINNIPEG

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense
Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

CANADIAN ADVERTISING

SMITH, DENNE & MOORE

TORONTO

LIMITEE

MONTREAL

The Little Schoolmaster's Classroom

SOME merchants are under suspicion of profiteering, and all merchants have suffered from the minority who have profiteered. As a rule, the reputable, long-established retailer has let all criticism levelled at him as part of a group go by unchallenged. He has wrapped his consciousness of fair dealing about him like a cloak and maintained a dignified silence. But the silence was often misunderstood, and lately merchants have taken cog-

Judging from the number of people who have called the School-master's attention to the letter a surely aroused interest, and the idea is gladly passed on to the class.

An acquaintance of the Schoolmaster, who is a baseball fan related an incident which may be of interest,

It seems that during the summer, while playing on home grounds, the Brooklyn team of

brooklyn team of the National League dropped from first place to third. The fans, who are unally partisan to the home team began to "roast" the players at every error. The shortstop, Olson, was the butt of most of the taunts, while the others also received their share of the abuse. The team gradually lost the aggressive spirit which has made



THE "PIE CHART" SHOWS WHERE THE MONEY GOES THAT
IS SPENT FOR CLOTHES

nizance of the fact. The old firm of Rogers Peet in New York adopted a novel way of getting its methods of doing business and the profits it made across to customers. The company dramatized the customer's dollars spent for Rogers Peet clothes, and had it printed upon special letterheads. Material, labor, including selling costs, rent, taxes, and miscellaneous expenses, were shown cut out of the consumer's dollar, and the remaining profit, based on six months' actual sales, didn't look large enough to worry any customer.

As shown in the table the advertising expenditure is also a minor item, being less than any other part in the dollar. The special letter on the novelty letterhead was a friendly chat, with the only hook, "Fall Styles Now Ready," in the last paragraph.

champions.

At this point Tom Rice, as alert baseball reporter on a Brooklyn newspaper, analyzed the situation. He discovered that the players batted and fielded better, and the team won more games away from home than in Brooklyn. He talked with members of the team and found out why. When playing in other cities, the catcals of the fans spurred them to greater effort; at home, the hoots dampened their spirits. A case of broken morale!

Rice traveled with the team on the last Western trip. In addition to his reports of the games he in augurated a steady campaign to change the attitude of Brooking fans toward their home team. He wrote article after article on the same theme—Boost the Brooking team. He quoted the players by name; he told the facts to the

What Oplex Electrical Advertising will Do for You—

AN Oplex Electric Sign will tell your story to thousands every hour at a cost of only a few cents. It will give you that distinction which belongs to the successful business. It will bring you actual sales. It will "tie" your other advertising to your business location—make people think of your product when they are there to buy.

For this one reason alone hundreds of manufacturers are standardizing on Oplex Signs for their branches and dealers' store fronts.

The mark of an Oplex Electric Sign is raised, snow-white glass letters on a dark back-ground. This makes them perfect day signs as well as illuminated night signs. Other Oplex advantages are greatest reading distance, lowest upkeep cost, and the fact that any trademark can be perfectly reproduced in raised Oplex characters.

Let us send you a sketch showing how your Oplex Sign will look.

THE FLEXLUME SIGN CO.

ELECTRICAL ADVERTISING

Canadian Factory
The Flexiume Sign Co. Ltd., Toronto, Can.

Pacific Coast Distributore: Electrical Products Corp., Los Angeles, Cal.

FIRE Electrical PROOF

er's

Schoolletter it and the to the

Schoolfan, rey be of e sum-

home am of League in first I. The unit to the gan to

egan to players The ison, of most while so renare of e team

st the pirit made ce, an Brooksitua-

r, and away m. He team playills of

m on dition he in-

n. He n the oklyn rs by

Personalized Sales Campaigns

GEORGE SETON THOMPSON CO. 608 So. Dearborn St., Chicago

FOR SALE

A New York Weekly Class Magazine

Established Reputation

Is self-supporting—has an excellent subscription list—occupies an exclusive field—enjoys second-class postage rate—offers a rare opportunity for development into a top-notcher in prestige and advertising revenue. Address "Class," Box 120, Printers' Ink.

Los Angeles — The largest city in the West IN LOS ANGELES

IT IS THE

EVENING HERALD

MEMBER A. B. C. Government Circulation Statement April 1, 1920

134,686

Dominates the Metropolis of the West

REPRESENTATIVES
New York: Chicago:
Lester J. Clarke, G. Logan Payno Co.,
604 Times Bidg. 432 Marquette Bidg.

Dealer Literature

Ideas, Copy, Illustrations, Printing, and Distribution Plans

BRAD STEPHENS & CO.
Park Sq., Boston, Mass.

fans; he reasoned with them; he shamed them; he pleaded with them to give the team a hearty welcome and loyal, husty support.

When the Brooklyn team returned home the race for the pennant was almost a three-corneratie. The fans were enthusiastic over the same team they had hooted a month previous. The effect on the players was magical; they gave their best; the few errors were glossed over as part of the game, while the good plays were cheered to the echo. The team spurted ahead and before the winning streak was checked. Brooklyn led by over thirty points. This may be attributed in no small measure to Tom Rice's publicity. Because of his persistent efforts he had changed the mob psychology of the fans.

Perhaps there is a hint here to

Perhaps there is a hint here to the members of the class who are concerned with factory morale or the spirit of a sales force.

October 18 to 23 has been set aside as "National Umbrella Week" by the Umbrella Manufacturers' Association of America. A slogan has been adopted—and everything. Material in the way of "cuts, stickers and clever ads" is being furnished retailers on request.

In lieu of an advertising campaign in behalf of umbrellas in general, or some trade-marked brand in particular, the best thing that could happen to make this "Week" an entire success would be a soaking, persistent country-wide rainstorm. In the absence of

Available— High Calibered Sales Executive

whose merchandising and selling bestincts, and creative ability, are unusual. Now sales manager of large industrial business. Formerly an advertising executive. Capable of developing a big sales opportunity. Seeks same with high-class manufacturer, publication or advertising aroney.

Sales Executive, care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

ort. 7, 1
an act of sort the to properly will be some stimular.

Art E
The S
cago, is
cal art
city. In
advertise
propositi
In the
manth,
techniqu
manth
techniqu
abangsid
are pro
plates
locked
One
by the
Affred

original reprodu posters also is white h is open In th is show pany's lished i It has is designant man ar not for

> Join W. with the listers' office.

Boos

By us
Devices
turns
method
orders
J. P



7. 1920

them:

pleaded

eam a

- lusty

am re-

ne penrnered

Isiastic

y had

agical; ew er-

part of

plays

before ecked points.

small olicity. efforts

ychol-

ere to o are

ale or

n set

brella fanu-

erica.

-and

way ads"

came.

is in rked

hing

this bluo

itrye of

tive

8 h

ATTE

al-

fac

Ink.

The

The

an act of Providence of some such ort the Schoolmaster is inclined to prophesy that umbrella sales will be just about normal, unless some general price inducement stimulates buying.

Art Exhibit for Business Men

The Society of Art Directors, of Chi-ago, is helding an exhibit of commer-cial art in the Art Institute of that city. It presents an effort to interest advertisers in art as a business-getting proposition.

In the exhibit, which will last for a month, emphasis has been placed on the technique of planning and reproduction technique of planning and reproduction mher than on the paintings and drawings as works of art. For example, there are rough layout sketches of Mariall Field advertisements and booklets thougaide the finished product. There are progressive proofs of color work, plates for the same and type forms locked up for the foundry.

One particularly interesting exhibit is by the clothing manufacturing firm of Affred Decker & Cohn. This shows an original painting and the same thing reproduced in color for magazines, store posters and lithographed posters. It also is shown reproduced in black and white half-tones, in woodcut effect and

white half-tones, in woodcut effect and in open line for newspaper use. In the catalogue part of the exhibit is shown Montgomery Ward & Commy's first catalogue, which was published in the catalogue and the catalo

say's first estatogue, which was pub-lished in 1872.

It has been made plain that the show is designed to appeal to the business man and his advertising assistants and not for art students or critics.

Joins Staff of S. C. Theis * Company

W. H. Hershey is now associated with the S. C. Theis Company, publishers' representative in the New York office. He has been manager of the automobile department of the New York Evening Telegram,

Boost YOUR RENEWALS SUBSCRIPTIONS SPECIAL OFFERS

By using Pallen's "Master" Mail Order Derice. Palls higher percentage of re-turns per thousand mailed than any other method known. A scender for Cash mail orders. Write for sample.

J. PALLEN & CO., Columbus, O.



If You Have Great Selling Ability-

combined with the habit of thinking in a straight line, you may be the man a certain great national magazine is looking for.

The work is selling space to national advertisers, according to modern methods, in the middle western territory. Your headquar-ters would be in Chicago.

A knowledge of merchandis-ing that will enable you to discuss an advertiser's sales problems intelligently will carry weight in the consideration of your application.

You may now be employed in an advertising agency, or as a commodity salesman, or as an engineer, or as head of a or as research department; you may be selling text books to public schools. But if you are be-tween twenty-five and thirty-five and have an appreciation of the economic value of advertising, you are eligible.

The salary will be as your capabilities indicate it as your capacitites interest oppor-tunity for rapid advancement. Write a letter to the following address and tell us all about yourself. What you say will, of course, be held in strict con-fidence, and your letter may lead to a personal interview.

Address "C. S. M.," care Printers' Ink 833 Peoples Gas Bldg., Chicago, Ill.

TRAVEL STORIES WANTED

A magazine now in train for publication is in the market for travel stories of Europe, the Mediterranean and Great Britain. Unusual photographs are also desired. Communi-cate with OCEAN, 14 Stone Street, New York City.

ALSO TRAVEL PHOTOGRAPHS

A Madazine for the Dealer

formerly Peptimist

314 New Telegraph Bldg., Detroit, Mich. Reaches 10,000 Retail Building Supply Dealers monthly. The only A. B. C. paper in its field.

More than 2,000 Hardware Dealers

in the Philadelphia territory subscribe to the

RETAIL COM LEDGER Twice a Month; Sub. \$1.00 a Year



A Clean Cut Farm Paper

Leading, Reflecting and Representing the Thoughts of the Best Corn Belt Farmers— over 80,000 in Iowa, 152,000 all told.

CORN BELT FARMER, Des Moines, Iowa

OSTAGE POSTAGE 18 East 18th St., New York City

AMERICAN

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row

New York

Advertising Illustration

Original designs, layouts and illustrations for ads, booklets or posters. Your own ideas executed by a staff of competent artists.

FLEMMING STUDIOS

Personal art counsel 116 West 39th Street Fitzroy 4132

Baltimore Club Election

Baltimore Club Election

The annual election of officers of the Advertising Club, of Baltimore, was held last week. The following wene elected: President, Charles F. Kubag vice-president, Nat C. Wildman; scenary-treasurer, Norman M. Parrsu; counsel, Talbott Denmead; board of governors, Luther E. Martin, W. Dwight Burroughs, H. K. Dundals, Herman Gamme, Harry A. Allers, Frank J. O'Brien, Jerome P. Fleishman, Thomas Tyson Cook, Daniel E. Der, John Lyons, Walter S. Hamburget, Jacob G. Moses, and J. Thomas Lyons, The four hold-over members whose terms of office have not expired auxiliary S. Sanders, E. Lyell Gusta, John E. Raine and Frank D. Webb.

E. C. Tarler Forms Printing Company

The Tarbell Publishing Corporation has been established at New York by Edward C. Tarler, president, who was formerly with the Crowell Publishing Company, New York, and Bernhard Lobel, secretary-treasurer. The new company plans to publish theatre programmes, catalogues and booklets, is addition to other origining work. addition to other printing work.

G. M. Stern in Agency Work

G. M. Stern, formerly of the advertising department of the Boston Hersiliand Traveler, is now with the Chamber-Wiswell, Inc., advertising agency, Boton. Mr. Stern was also for some year with the advertising tepartment of Wa. Filene's Sons Company, Boston.

C. C. Gray with Pannier Stamp Co.

C. C. Gray, recently with the Farms Advertising Company, Pittsburgh, Pa, has become manager of sales for Pas-nier Brothers Stamp Company, Pittsnier l burgh.

ALBERT R BOURGES CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY

DRY A Personal and Emergency Service limited to non-competitive clients

BETTER PRINTING for less me

Send for Free Samples!

10,000 4-page Folders, 3 ½ x5 ½ inches ... 41

10,000 4-page Folders, 3 ½ x5 ½ inches ... 41

10,000 1-page Folders, 3 ½ x6 ½ inches ... 41

10,000 1-page Folders, 3 ½ mohes ... 10,000 1-page Folders, 50 inches ... 10,000 1-page Folders, 50 ½ inches ... 10,000 1-page Folde E. B. Fantus Co., \$25 S. Dearborn St., Chin

cents ADVERT

Class

each

Oct. 7, 1

ies for ion for Give ful MANAG monthly Must be be respo tunity.

Growing or and to write We will and he can buil Advance

DVER trois acc and sub and rec ARTIST

SCTY out wor good op mlary Marks, ington Fast-gro power Opening ous gro

ary, etc larg ner l paper l urtists, ginning T WOO write i necessa To the

tunity tion w

7, 1020 tion s of the re,

Parrett; pard of in, W. Dugdale, Frank ishman, Derr,

Derr burger, Lyons

Gu ebb.

ting

oration ork by o was lishing

pro ts, in

Vork

er

mi)

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ADVERTISING representatives in large cities for program of world's largest, not beautiful theatre. \$5,000 proposi-tion for right men. Liberal commission. Gwe full particulars. Box 961, P. I.

MANAGING EDITOR for national nonthly trade journal in New York. Must be capable taking full charge and the responsible for entire paper. Salary and half profits. Exceptional opportunity. Box 971, Printers' Ink.

Growing daily wants advertising soliciusoung gaily wants advertising solicities and service man-constructive, able is write copy, not easily discouraged. We will turn over some business at start, and he must develop more. Good man can build his own future. The Daily Advance, Staten Island, N. Y.

ADVERTISING SOLICITOR, who con and record of the man. Complete de-definition will be given to the ability and record of the man. Complet tails should be given in first letter. Box 963, Printers' Ink.

ARTIST—A leading newspaper desires the services of an artist who can do lay-out work, retouch photographs, etc. A good opportunity for one who is immegood opportunity for one was a lamine-dately available. State references and mlary desired. Address Arthur D. Marks, Business Manager, The Wash-ington Post, Washington, D. C.

Fast-growing agency, located in metropo-lis of the South, has opening for a high-power merchandising and copy man. Opening means opportunity for continu-ous growth in power, performance and woft. Give age, experience, present sal-ary, etc., in first letter. Absolutely con-fidential. F. F. W., Box 959, P. I.

A large metropolitan Southern newspaper has an opening for copy writer to take full charge of copy and art departments. At present there are two artists, two copy writers, and a girl beginning copy writing. We want a man or woman who can, and is willing, to write good, sound merchandising copy, necessary to be able to make neat layouts and letter clear, attractive letters. To the right party we will pay \$50 per week to start. This is an opportunity to connect with a live organization which believes in team work, and a good chance to grow into big job. Apply at once, send samples of your work and write letter stating full particulars. Box 954, Printers' Ink.

WANTED—Capable copy-writer, with originality, initiative and common sense. Starting salary, \$2,000 a year. Location, Buffalo, N. Y. We are national advertisers and have a good opening for a man who can "deliver the goods." If interested, write us fully and submit samples of your work. Box 958, P. I.

The best afternoon paper in the Central South has opening in advertising department for combination salesman and copywriter. Must be under thirty-five, settled and have ironclad references. A good place and pleasant working conditions. Write fully, giving experience and salary expected. Address Box 960, Printers' Ink.

A rapidly growing publishing house requires a man of exceptional ability to take complete charge of its business book department. We now have a small growing list of the best business books. The man we require must know the book business thoroughly; he will be expected to largely increase sales among booksellers, universities and business were. Size full considerations and sale State full qualifications and salmen. Standard desired. P. H., 1358 Broadway.

Advertising Salesman

with magazine or rotogravure advertising experience wanted on up-State seven-day newspaper. Exceptional opportunity. Write or wire Box 131, Exceptional opportu-Syracuse, N. Y.

MISCELLANEOUS

EXPORT SALES LETTERS booklets, advertising, etc. Results assured through correct adaptation to foreign customs and requirements. Consult E. E. Hill, Waterbury, Vermont.

Printing Plants and Businesses

Bought and Sold Printers' Outfitters CONNOR, FENDLER & CO. New York City

Technical Free Lance

Graduate engineer. Broad experience—manufacturing, sales, advertising. Copy, layouts, catalogs, booklets. Live technical copy that sells.

Box 969. Printers' Ink.

FOR SALE
Michle press, 39"x53" bed. Four rollers, front delivery (either side up), two-revolution. Now running and doing finest screen half-tone work. Can ship soon. Campbell Printing Company, Des Moines, Iowa.

PUBLISHERS-ATTENTION! We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

\$5,000 (terms) buys controlling interest old-established (19 years) money maker, business. paying business, money maker, paying than \$3,000 per year. Owner retiring, 65 years old. Liveliest Southern city, 78,000 pep. 114% gain last 10 years. Unusual pop., 114% gain last 10 years. chance for ambitious young man. WASH-INGTON DANENHOWER, Pres., Knox-ville Ptg. & Pub. Co., Knoxville, Tenn.

POSITIONS WANTED

Secretary-Stenographer, expert, advertising experience, academic college training, seeks position as assistant or secretary to advertising executive. Box 975, Printers' Ink.

Expert Space Buyer-Contract manager, 10 years' experience with present agency. Desires new surroundings. Salary not less than \$75 per, week. Address Box 980, Printers' Ink.

TRADE JOURNAL EDITOR

Over ten years' experience in makeup, rewriting and editing copy and general desk work, wishes to change. Box 968, Printers' Ink.

COPY WRITER OF ORIGINALITY seeks Agency or industrial connection. Full knowledge color, design and typography. New York or Boston preferred. Address E. Stafford, 27 Elm St., Brookline, Mass.

A young man with a general knowledge A young man with a general knowledge of advertising, such as the preparation of booklets, folders and house-organs, art work, printing and engraving, is desirous of connecting with a large concern in their advertising department. Box 987, Printers' Ink.

MAIL ORDER CATALOGUE MAN now with big city department store seeks similar position with better future. American, 40, Harvard education. Knows American, 40, 41, engraving, printi commercial art, engraving, printi paper and mail-order systems. Address M. H., 2017 Locust St., Philadelphia, Pa. engraving, printing,

Copywriter-Advertising Manager

Copywhere Auvertising vialinager young woman, college graduate, extensive executive and advertising experience, is open for offer. Formerly advertising manager for an exclusive department store, Later employed by large, progressive New York agencies.

Highest type result getting copy, artistic layouts, original ideas.

Unquestionable references.

Box 984, P. I.

Stenographer-Secretary - High miles graduate, eight years' commercial expenconscientious worker; can furnish first-class references; salary, \$30 to \$35. Box 986, Printers' Ink.

PRINTER discontinuing business can take charge all production detail, chasing, etc. Unusual typography, clever copy and ideas. Moderate salary if opportunity. Box 983, P. I.

YOUNG WOMAN, 35, broad experience in advertising work, a genius at re-search, with creative ability, desires pa-sition as private secretary or copy-Address Box 957, P. I.

Young Christian wishes position in publication office. Have had 7 years' experience as makeup editor of both advertising and text. Also thorough knowledge of all departments in publication office. Box 964, Printers' Ink.

ADVERTISING ASSISTANT

Young lady, expert stenographer, desires position in New York City, as Advertising Assistant; two years publishing and advertising experience; Columbia advertising course; salary \$35. Box 976, P. I.

OPPORTUNITY is what I want. write copy. Plan schedules and capaigns. Make investigations. Practical knowledge of typography and layout. Trained to high-grade advertising. Have reached my employer's limits. Box 977, Printers' Ink.

Advertising Copy Writer's position is sought by young womas, college graduate, who knows the fire points of typography. Can make as original lay-out and writes human, convincing copy, Experienced.

Box 966, Printers' Ink

Young Advertising Man, familiar with avortaing man, raminar was magazine and direct-by-mail methods, wishes to connect with New York agazine, Technical education, trade magazine and general experience. Has ides of his own and intelligence to carry out your ideas. Box 955, Printers' lak.

Editorial Assistant-Three years' experience in editorial department of large publishing concern in charge of makes and technicalities of department. Am desirous of making a progressive change. Also competent stenographer. Young Also competent stenographer.

Also competent stenographer.

Also age 25. Box 962, Printers' lady, age 25.

Interview This Man!

-if your agency or advertising department needs a seasoned, competent executive to take hold and do things of get them done.

Combines merchandising sense and ideas about sales promotion with ability of a high order as writer and editor. Present and former employers will tell you about him. Address Box 972, P. I. make a bire good le Kansas RESEA het inv personal

Oct. 7.

COMMI

de orga search a YOUNG connect mercial tising of City loc ers' Ink

Adverti necessf ment trade a cluding manager and Eas miss ters cor

Adve Y he bu

DOE

sale

A

real m enthusi ma A ma custom enows. can ha in the returni Add

> COL COM DET are n experiforded the p

Am adapt charg A o bigge

school experi-urnish

0 \$35.

s can pur-raphy, salary

rience at re-es po-

copy-

expe-edver-nowl-cation

enires vertis-g and adver-P. I.

t. I cam-ctical yout. Have

man.

fine an

com-

with rods, gen-laga-deas lnk.

xpe

arge e-up de-nge.

Ink

5 00 and

tor.

COMMERCIAL ARTIST desires to make a change; first-class photo retouchar, bird's-eye views, wash drawings, good letterer and designer. Age 37.
Address H. E. Dillard, 532 East 56th, Kansas City, Mo.

RESEARCH MAN-Experienced marhet investigations and dealer surveys, personally and directing assistants. Capa-be organizing department for manufac-turer, agency or publisher. 12 years, re-search and advertising. Box 974, P. I.

YOUNG MAN, 24 years old, desires to connect with reliable, progressive adver-tising department or company. Com-mercial Art Student, two years' adver-tising experience. Prefer New York City location. Address Box 985, Printers' Ink.

Advertising Salesman and Executive, Avertising Salesman and Executive, successful record man open for engagement. 14 years in general magazine, trade and export publication work, including advertising and branch office manager; large acquaintance New York and Eastern territory. Salary \$6,000, or commission basis. Best credentials; letcommission basis. Best credentials ters confidential. Box 973, P. I.

Advertising Manager-

Young man of vision, comprehensive experience and sound business training; college Address Box 956, graduate. Ac Printers' Ink.

DOES YOUR **BUSINESS NEED** THIS MAN?

sales and advertising manager-a

A sales and advertising manager—a real merchandiser—who has strong exceutive ability and good judgment, sane cathusiasm and vigorous health. Ag: 33, married.

A man of broad experience, who is accustomed to responsibility and who knows how to get things done; one who can handle a big job successfully. Now in the South, but has good reason for returning north.

returning north.
Address 979, Printers' Ink.

COURAGE COMMON-SENSE DETERMINATION

Are my prime qualities. My advertising experience for the past nine years has afforded me a comprehensive knowledge of the proper relation between modern merchandising methods and successful business. Am well rounded, well seasoned yet adaptable—a man with ideas, who can take charge of or assist as adv'g manager. Charge of the comprehensive statement of the comprehensiv

A University Honor Graduate 24, of exceptional personality and ca-pacity, wishes to affiliate himself with a responsible agency as assistant account executive, or with an advertiser of a national product as assistant advertising manager.

Several months of experience as assistant advertising manager in a large New York department store brought him

can earn recognition. Box 965, P. I.

ADVERTISING MANAGER'S ASSISTANT

Young man, 21, experienced in advertising detail. Conscientious, dependable, capable. Box 967, Printers' Ink.

NOT A POSITION—BUT A JOB IS WHAT THIS ARTIST IS AFTER

Visualizer, a man with ideas and the ability to work them out. Good figure and layout. Eight years with leading and layout. Eight years with leading Art Services, Agencies and nationally known Magazine. Can cdit and get out House-Organ, supervise engraving, printing, etc. Worth \$60 to \$75 per week to some live organization. Prefer New York, but the right kind of opportunity will take me to China if necessary. Clean-cut, virile American, age 24, married. Box 978, Printers' Ink.

Advertising Executive or Ass't Sales Manager

—available for manufacturer or agency in Middle West. An executive who can reach down into every phase of sales activity: trade research, field investigation, merchandising the campaign to the sales organization, and other factors in

e proper functioning of a campaign. My experience ranges from copy and plan man to solicitor and advertising manager; at present account executive with prominent agency. A broad-visioned merchandiser whose optimism, enthusiasm, judgment and experience will prove a factor in any organization. Salary, \$4,500 to \$5,000. Address "Chicago," Box 970, care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

"A SALESMAN WHO CAN SELL"

That is what I want to be able to say of myself a few years from now.

Twenty years old; Christian; well bred; high school education; six months' office experience; exceptional references.

I desire to join a high-grade business or sure to join a nigh-grade business or-ganization in New York City where young men who have a natural apti-tude for selling can be properly trained; in appearance, personality and manner I feel qualified to meet prospects and to win confidence.

Salary moderate; making the right start is more important to me. Address J. H., Box 981, Printers' Ink.

Table of Contents

PRINTERS' INK, October 7, 1920

Riring the Salesman who makes Good	F 1
Should Competitive Products Be Featured in the Same Advertisement?	. 10
Utility Value Automobile Advertising Reeded to Hold Public and Banker Support	
Apartments Must Be Larger to Accommodate Twin Beds C. M. Harrison	21
A "Man-Rating" Plan Proves to Be Incentive to Good Work	- 70
Don't Be Fooled by the Straws	41
Hyatt Goes Afield to Bolster Tractor Salesmen	46
The Kind of Labor That Makes Armoo	53
Can Propaganda Take the Place of Advertising!	63
The Early Days of "Money Back"	73
Mailing Permit Regulations	76
Time to Strive for Better Follow-Up	81
On the Landing of New Accounts	89
Making a Market for an Article of Many Functions	103
Adopting an Advertising Character with No Near Relatives	113
Adding an Advertisable Specialty to Lead the Unknown Line	116
Pictures for the Employees' Magazine	125
Cleaning Up the Patent-Medicine and Other Evils Edward W. Bok	129
Advertising to Offset Influence of Political Purchasing Agents	134
"Hard Work" Proves a Drawing Card in Help Wanted Advertising Roy Dickinson	
Mursery Practices in Dealing with Cancellation Evil	142
Selling a Bank Through Human Advertising	146
Lower Price Levels Will Better Credits George B. Roberts	153
When Is an Illustration Unconventional?	165
New York Subway's Plan for Co-operation with Employees Frank Hedley	177
Editorials The Male's Buying Influence—Better Business Bureau Needed in New York—The Vogue of Simple Names—Invested Capital and Bugs —Strong-Arm Methods.	188
The Little Schoolmaster's Classroom	194

134

142

153

77

94

Good
advertising
must
have a
"punch"

Outdoor Advertising "Hard Hitting"



Harrison and Loomis Sts. CHICAGO, ILL. Broadway at 25th St. NEW YORK

the p

Faitl

who

in the with opera

W

job 1

s on

Out a



is the latest federal estimate of the value of the 1920 corn crop in The Chicago Territory.

Try to grasp those figures—one billion, four hundred and thirty million, three hundred and twenty-seven thousand dollars' worth of new wealth created during the past few months from sun, rain, labor and the soil of five states. This corn crop of Illinois, Indiana, Iowa, Michigan and Wisconsin, is 30% of the corn crop of the nation, yet it is only one of many crops being raised on these fertile prairies. These stupendous yields are a guaranty of purchasing power awaiting advertisers.

For more information concerning the wonderful Chicago market and best method of merchandising your product in it, write for The Chicago Tribune's 1920 BOOK OF FACTS

The Chicago Tribune

MITHE WORLD'S GREATEST NEWSDAPER

Tribune Bldg., Chicago - 512 Fifth Ave., New York - Haas Bldg., Los Angeles